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APR 10 1939

SHOWMEN'S MOTION PICTURE Trade Review

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CHARLES E. ("CHICK") LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

Dodge City
I Am Not Afraid
The Night Riders
Broadway Serenade
East Side of Heaven
Bulldog Drummond's Secret Police
Streets of New York
This Man Is News
Kid From Texas

April 8, 1939
Vol. 30 No. 11

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A. J. RICHARD

Editor-in-chief of Paramount News. He is the oldest newsreel executive in the industry in point of service. Under his guidance Paramount News has had a broad editorial policy and wide coverage.

PN1993
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Metro-Goldwyn-Mayer presents ROBERT DONAT in "GOODBYE, MR. CHIPS" with GREER GARSON. A Sam Wood production. Screen Play by R. C. Sherriff, Claudine West, Eric Maschwitz. From the book by James Hilton. Produced by Victor Saville.

THE 10 BEST PICTURES OF 1939!

A Prediction by Leo of M-G-M

I saw "GOODBYE, MR. CHIPS".

I saw a picture which is assured of a top spot among this year's Ten Best.

I saw Robert Donat's performance as "Mr. Chips", destined to be a leading contender for this year's Academy Award.

I saw a new star born to the box-offices of the world, Miss Greer Garson, whose beauty shines from the screen with tenderness and truth, stirring hearts that seek your theatre for emotional thrill.

I saw an entertainment that will take its place among the immortal works of the screen, a picture for humanity's masses, to be beloved by people in every walk of life, to be played with sensational success now and to be revived in years to come.

I am proud of "GOODBYE, MR. CHIPS" for it is typical of the attractions which have made M-G-M a symbol to picture-goers of the finest in films.



Picked for 1939's new female star sensation, Miss Greer Garson as Katherine in "Goodbye, Mr. Chips."

Picked for 1939's Best Male Performance Award, Robert Donat as "Mr. Chips."

The Editorial Page

The Neely Bill Battle

Charlie Pettijohn, of the Hays office, threw a near-bombshell into the Committee hearings on the Neely Bill when he offered the proponents of the bill a proposition giving exhibitors a right to select or reject pictures.

While those who flatly rejected this proposition may have a right to be suspicious about any such offer, the fact remains that a possible solution from within the industry should call for at least an investigation of its sincerity and possibilities. It shouldn't be turned down with quite so much emphasis.

Anyway it clears up one point beyond argument. The proponents of the bill are out to get Federal regulation of the industry regardless of whether the industry or the exhibitors will benefit from such regulation. The mere fact that they flatly rejected so unusual an offer without making any attempt to see whether it might solve the present problem, is ample indication of how futile any attempt for regulation from within the industry is going to be.

On the other hand it likewise indicates that the major companies, acting through the Hays office, are willing and anxious to meet the other side half way in an effort to restore harmony and avoid Federal legislation.

△ △ △

Another Bad Practice

Years ago we sounded a warning to salesmen and exhibitors alike against the signing of contract forms in blank. It may flatter one or the other that they trust each other implicitly but too often a difference of opinion arises which results in much bad feeling all around. We have evidence of this before us in the form of three separate kicks hinging on the understanding that led up to the signing in blank.

When a deal is worked out it should be set forth clearly on the regular contract forms and carefully read by both the exhibitor and the salesman and then, if found correct, signed. By so doing they will avoid calling each other bad names and implying that someone put something over on them.

△ △ △

U Reports Progress

A chat with Sales Manager William Scully reveals that Universal's march of progress continues unabated and with indications of a still greater run of product than that which it has been delivering.

The combination of its perfect production and sales set-up is having the desired results. The terrific increase in revenue registered by the company during the first year of its present administration is ample testimony that its heads know what they are doing and that its success came about not from luck but because of efficient handling and planning by the organization and its leaders.

Exhibitors, too, have contributed to this success by their willingness to play ball with the new company and pay a decent price for good product. They can go still further by taking a liberal attitude on their buys for next year with this company.

△ △ △

Question of Ownership

At regular intervals someone or other is supposed to be a partner in STR. Recently several were mentioned in the periodical round of rumors.

Just to keep the records straight, we again go on record by stating emphatically and definitely that there are NO partners in STR. It is owned one hundred per cent exclusively by its editor and publisher and there never have been, nor are there now any partnerships, division of ownership or entanglements of any kind involved.

We hope this answers the latest flock of rumors.

△ △ △

UA's Strong Front

From Murray Silverstone we learn the inside details of the new United Artists set-up of producers and truthfully speaking it indicates a powerful front for UA.

The wide variety of producers, as well as their number, will definitely insure the steady flow of quality product.

They are, particularly, to be congratulated on bringing into the fold producers like David Loew, Sol Lesser, Ernst Lubitsch and a continuation of the Selznick contract. These, together with the group formerly delivering pictures for UA distribution, adds up to a powerful set-up and what looks like a strong box-office batting order for the company.

On the question of UA's participation in the trade practice reforms, Silverstone made it clear that UA did NOT withdraw. It was never a part of it because most of the points of the trade reform draft did not apply to UA due to its method of distribution and the individual selling of pictures.

However, Mr. Silverstone tells us with emphasis, that his company will always be a constructive force in any trade pact; which, in itself, is a good sign since all the companies will have to participate in the trade practices in order to insure its success.

—*"CHICK" LEWIS*

26 Features, 24 Westerns Are Announced By Republic

Houston Meeting, First of Four Regionals Hears Details of Product

Fifty features, including 24 Westerns, were announced by Republic at the first of its four regional sales meetings in Houston this week. The company has cut down its schedule slightly from last year with the explanation that this is caused by the dropping of the "B" pictures. There will again be four serials.



Herbert J. Yates

The complete list of pictures includes four top pictures as follows: "Seven Million Dollars" by Sinclair Lewis, the story of a man who retires with seven million dollars to do with as he pleases; "The Dark Command by W. R. Burnett, a story laid during the period of the Quantrill Raiders after the Civil War; "Two Orphans", the famous French classic of the Revolution; "Wagons Westward" by Armstrong Sperry, a yarn of the "Covered Wagon" period.

The six Anniversary specials are headed by "Lady from New Orleans" by Beth Brown, played against the background of the New Orleans Mardi Gras; "Tillie the Toiler" by Russ Westover, a story of the lovable cartoon character; "Storm Over India" by Achmed Abdullah; "Guilty of Treason" by Peter B. Kyne; "Gangs of Chicago"; "The Crooked Road" by Nat Ferber.



James R. Graniger

The remainder of the feature program consists of "Escape From Sing" by Louis Berg; "Call of the North" by Jack London; "The Champ Maker" a story of the life of Tex Rickard; "Bengal Border Patrol" by Adrian Johnson; "Forgotten Girls" by Earl Felton; "Tom Sawyer Abroad", Mark Twain's lovable story; "Wolf of New York" by Nat Ferber; "Girl From God's Country" by Nell Shipman; "Bowery Boy" by Sam Fuller"; "A Sporting Chance" by Richard Wormser; "Man of the Hour" by George Broadhurst; "Here Come the Marines" by Mildred Cram; "The Fighting Irish"; and three Higgins Family pictures.

Eight of the Westerns will star Gene Autry in his famous singing cowboy roles; eight more will star Roy Rogers, new and popular Western Star, also a singer; the remaining eight will star the popular "Three Mesquiteers".

Two of the serials will be of 15 chapters each. One will be "The Lone Texas Ranger", a follow up to the popular "Lone Ranger" series; the other will be "Drums of Fu Manchu" based on the popular mystery character. The other two serials of 12 chapters each will be "King of the Royal Mounted" and "Jimmy Valentine Strikes Again".



M. J. Siegel

The Convention in Houston was preceded by the world premiere of "Man of Conquest", Republic's latest production and its most ambitious. M. J. Siegel is attending the convention representing the studio. From the home office are Herbert J. Yates, James R. Grainger, Alvin Adams and William Saal. Clare Hilgers, southern district sales manager, is presiding.

Others attending the convention are: From Atlanta: A. C. Bromberg, Geo. Jones, A. E. Rock, S. T. Wilson, P. Spencer and Carl Floyd. From Charlotte: Cy Dillon, H. P. Rhodes, M. Funderburk, Jack London and R. H. Bradley. From New Orleans: L. Seicschnaydre, Geo. Nungesser, G. Y. Harrell and J. D. Duffy. From Memphis: W. M. Snelson and L. B. Miller. From Tampa: H. Glover and H. Moore. From Dallas: Wm. Underwood, C. Ezell, L. Rust, D. Rathbone, G. McDonnell, M. Sexton and R. I. Brown. From Oklahoma City: Sol Davis, M. Lowenstein, F. Moran, G. Alt, E. Greggs, Ona Johnson and T. B. Noble of the State Theatre, and from Little Rock: B. F. Busby, G. Jones and F. Lawrence.



Alvin Adams

Speakers at the convention will include among others, Yates, Grainger and Adams. They will also address the other three meetings in New York, Chicago and San Francisco.

Here From Abroad



Ben Goetz, in charge of British production for MGM, as he arrived from England on the Normandie last week, bringing with him a print of "Goodbye, Mr. Chips" which Sam Wood directed with Robert Donat and Greer Garson. Wood and Miss Garson were also on the boat.

EQUIPMENT SHOW AT N. Y. CONFAB

Convention Exposition Planned by N. Y. Allied

New York Allied's World's Fair Convention starting May 24 at the Hotel Astor in New York, will be industry wide, according to Max Cohen, president of the organization. It will embrace a major equipment exposition, he said. Every manufacturer and distributor of equipment in the country will be asked to be represented. Full cooperation of all equipment firms has been indicated by the response so far, declared Cohen.

The Convention will include exhibitors from all over the country who will be invited to combine a visit to the World's Fair with attendance at the convention. At the latter they will have an opportunity to see the latest in theatre equipment.

The distributors will all be represented it was announced.











Above the Republic's five district managers, who are now engaged in regional meetings throughout the country or planning for them. Left to right are Clare Hilgers, southern district manager who is presiding at the Houston Convention this Friday and Saturday; Jack Bellman, eastern district manager who presides next Wednesday in New York; Harry La Vine, central district manager, presiding next Thursday in New York; Max Roth, mid-western district manager, presiding at the Chicago meeting April 20 and 21 and Grover Parsons, western district manager, presiding 25 and 26 in San Francisco.

ACTION LAGS IN N. Y. STRIKE

Word Awaited From D. of J. in Wash.

PICKETING CONTINUES

Berkley W. Henderson, special assistant attorney general in charge of the New York antitrust division, closed his investigation of the projectors' strike Tuesday and forwarded his report to the Department of Justice at Washington, with the local D of J office awaiting word from headquarters as to whether or not it is to intervene.

No one was questioned by the Justice Department office early in the week, and the Mediation Board held no further meetings. Other than that the strike front was quiet. Principal effects were that there has been a slight delay in selling at exchanges. Exhibitors, it was said, do not want to make any commitments until the strike is settled.

Picketing continued in front of the exchange buildings. No action was taken by counsel for the distributors who stated their position would be unchanged until the unions took some kind of definite action which would force them to counter it with court procedure.

Jefferson Gets NSS Trailers

Jefferson Amusement Co. has contracted for the exclusive use of National Screen Service prevue trailers in all of its theatres and in all of its affiliated houses, it was announced this week.

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Kennedy's Korner

Never heard familiar words carry such a convincing ring as John Joseph's "I really think it's the greatest program Universal ever lined up," as the scholarly-looking, personable and highly efficient head of U's ad and publicity interrupted concentrated labor over announcement ammunition to say "Hello" to this visitor at his temporary headquarters in New York. Joseph, in the East preparing for U's sales conventions, is in the Broadway environs for business and not pleasure—and is he busy!

The "men working"—but working—sign is up on all the home office cubicles—what with conventions nearing or just over with—while outside exchanges pickets paddle along not very enthusiastically displaying their "strike" placards. That strike had three strikes on it before it started and those headaches don't hurt any the less because the people who have 'em know they needn't have invited them by starting the thing in the first place.

And negotiation, which ought to be welcomed any time, also has three strikes on it so far as proponents of the Neely Bill (and what a bill that will present the industry if it goes over) are concerned. C. C. Pettijohn, offering a plan he said would give responsible local boards a say in the selection of pictures for local showing—prime aim claimed for the bill by its backers—was told "We'll look with suspicion upon any attempt to settle this matter by negotiation," by a representative of the M. P. Research Council. They just wanna law.

Cincy Exhibs Get Cuts In Clearance

Following conferences between I. Libson, RKO theatres operator, and H. M. Richey, director of exhibitor relations for RKO, clearances in Cincinnati have been reduced. First run clearance has been cut from 44 days to 30 days, while clearance between second and subsequent runs has been reduced from 57 to 44 days. A proportionate alignment has been made among subsequents.

Important Dates

April 12-13: Republic regional meet, New York.
April 15-17: Universal regional meet, Cincinnati.
April 17-21: SMPE Spring convention, Roosevelt Hotel, Hollywood.
April 18-20: U. regional meet, Chicago.
April 20-21: Republic regional meet, Chicago.
April 22-24: Universal regional meet, San Francisco.
April 25-26: Republic regional meet, San Francisco.
April 27-28: Republic regional meet, San Francisco.
May 4-6: Monogram Convention, Drake Hotel, Chicago.
May 8-10: United Artists sales convention, Los Angeles.
May 23-25: N. Y. Allied "World's Fair Convention," Hotel Astor.
June 13-15: Allied National Convention, Nicollet Hotel, Minneapolis.

Distribs Will Sell 1939-40 Product Under Reform Plan

Allied Still Objects To Draft; UA Says It Never Was Part of Trade Pact

Film for the 1939-40 season will be sold by most distributors under the provisions of the trade reform draft which was completed last week, it is revealed. Despite the fact that Allied is dissatisfied with the proposals the distributors believe that a start has been made and will do everything in their power to encourage exhibitor good will by adopting the proposed plan immediately.

United Artists was never a part of the trade reform plans according to a statement made this week by Murray Silverstone. The seven producers now under contract to UA, increased to 11 next season, each have a claim to full jurisdictional rights in the selling of their pictures, he said. "However," Silverstone added, "we would emphasize that many of the points covered in the proposed Trade Pact actually have been in operation since the inception of the company 20 years ago and today are still a part of the producers' sales policy."

Letters accompanying the trade practice draft were sent last week by William F. Rodgers, chairman to the distributors' negotiating committee to Ed Kuykendall, MPTOA president, and Col. H. A. Cole, president of Allied. These suggested that if, as and when the draft is approved that a conference be held with the Department of Justice for the purpose of obtaining its approval and putting the proposals into effect.

Meanwhile, Allied, in an official statement, declared that the proposals "do not provide relief at all commensurate with that asked by the government in its suit". Allied further said that they "do not pretend to abolish compulsory block booking or bling selling and do not touch on the subject of theatre divorcement."

SALES MEETING SET

Mono. to Hold Convention in Chicago May 4-6

Monogram's seventh international sales convention will be held at the Drake Hotel, Chicago, May 4-5-6. Plans for 32 features and 24 westerns will be announced to 200 salesmen and executives by George W. Weeks, general sales manager.

Cosmopolitan Acquires National Studios

Cosmopolitan Studios, 145 W. 45th St., New York, have acquired National Studios, formerly of 226 W. 56th St., according to Herman Rosenberg, Cosmopolitan president. Dave Brandies, I. Schnapp, Claire Miller, Ken Walmsley and Fred Bram are among the National executives who will join Mr. Rosenberg's company.

TELEVISION FOR 3 BDWY. HOUSES

Negotiations Are Now Under Way

Negotiations to equip three Broadway theatres with Baird television apparatus by May 15 are under way, it was announced this week by Arthur A. Lee, vice-president and general manager of Gaumont-British Corp., of America, which owns a controlling interest in Baird Television.

Projected on a 12 x 15-foot screen, the television pictures will be a feature of the regular motion picture entertainment, and will at first be limited to sporting events, such as baseball and prizefights.

It was also stated that negotiations are under way with one of the broadcasting networks for daily pick-ups transmitted either from films or actual studio presentations, providing 30-minute television shows in the motion picture theatres.

Jimmy MacFarland was appointed publicity director of Baird Television and Gaumont British.

Vande for Keith, Boston

Boston—About three weeks of vauleville have been booked into the Keith here, starting April 6.

Arriving For Premiere



Annabella, Tyrone Power, Loretta Young and Don Ameche arriving in San Francisco for the premiere of "Story of Alexander Graham Bell", Twentieth Century-Fox picture in which Miss Young and Ameche are co-starred. The premiere was held on Treasure Island at the San Francisco World's Fair. A party of newspaper and trade paper men was taken to the opening along with officials and stars from the 20th Century-Fox lot.

BONDY CONFIRMS RKO REORG PLAN

Federal Judge Bondy's long-awaited decision confirming the reorganization plan of RKO Corp., was filed this week. The decision, only 13 words in length, was to the effect that "the plan of reorganization approved by the court is hereby confirmed. Settle order."

The order of settlement was noticed this week to 24 principal law firms representing interests involved so as to be ready Thursday for formal execution, after which RKO was expected to be out of 77-B except for the period of consummation.



Testimonial For Sam Gardner



Sam Gardner, salesman at MGM's Indianapolis Exchange, was recently promoted to the branch managership in Salt Lake City. A special dinner was given for him at the Variety Club. Around the table are Gardner, Mrs. Gardner, Wade Willman, Jerry Adams, Doris Rogers, Marie Kreilein, Ruth Sipe, Don MacLeod, Darlene Willman, Klaska Johnson, Margaret Nancrede, Edward Farrell, Naoma Rhodes, Robert Rigsbee, Jean Casserly, Hazel Gorman, Dorothy Reynolds, Irene O'Brien, Katy Pyle, Ralph Ripps, Madalyn Cornet, Foster Gauker, Harold Marshall, and H. A. Wagner.

Univ. Lineup Nearly Ready

Fox and Joseph Return to Coast As Sales Executives Prepare For Regional Meetings

Universal home office executives are busily preparing the line-up of products this week to present to the first of the three regional meetings scheduled to begin in Cincinnati next Saturday, April 15, at the Hotel Netherland Plaza. John Joseph, director of advertising and publicity, leaves for the Coast on Monday. Matthew Fox, assistant to President Nate Blumberg has already left for the Coast.

A program of 40 features to be made by Universal, three more produced by Harry Edington which Universal will release, four serials and 66 short subjects will be announced.

Attending all the regional meetings will be Nate Blumberg, president; William A. Scully, general sales manager; F. J. A. McCarthy, eastern sales manager; W. J. Heineman, western sales manager; F. T. Murray, James Jordan, O. C. Bimder, Andrew J. Sharick, Morris Alin and Louis Pollock. The Chicago meeting will be held at the Palmer House from April 18-20 and the San Francisco meeting at the St. Francis Hotel from April 22-24.

The branch managers, salesmen and office managers to the attend the Cincinnati meeting are:

From Boston: W. Kelly, manager; F. Dervin, T. Shiffman, J. Curran, H. Konnis, H. Martin and J. Murphy. From New Haven: M. Joseph, manager, and A. Titus. From Philadelphia: G. Schwartz manager; J. Engel, W. Doyle, M. Koppleman, J. Leon and R. Bernhard. The New York exchange contingent will be headed by Al Herman, district manager, and Leo Abrams, manager, Max Cohen, Nat Goldberg, H. Furst, J. Ligget, P. Winnick and B. Price. From Atlanta: H. Graham, district manager; J. Ezell, manager, C. J. Jordan, R. Elliot, E. F. Cox, E. L. O'Neill, R. B. Gann. From Charlotte: P. Baron, manager; R. F. Good, R. H. Mesterman, J. Greenleaf, and J. M. Bishop. From Dallas: E. S. Olsmith, manager; J. H. Lietzer, L. D. Leitzer, W. R. Pittergle, C. M. Miller and E. V. Green. From Memphis: A. J. Pretchard, manager; H. I. Mansfield, B. H. Jordan and L. H. Andrews. From New Orleans: W. M. Richardson, manager; P. Tiessier, C. McMillin and N. Lamantia. From Oklahoma City: J. E. Hobbs, manager; Henry Martin, W. G. Wray, M. M. Holstein. From Washington: B. B. Kreisler, manager; L. J. Young, B. Frank, S. Tabor, W. E. Davis and O. Blumenthal. From Albany: Joe Engel, manager; L. J. Lesser, W. A. Ryan and A. J. Marchetti. From Buffalo: J. J. Scully, manager; J. Fater, W. F. Bock and Carl Heedit. From Cleveland: D. Miller, district manager; J. R. Kaufmann, manager, J. V. Frew, G. Rosenbaum, J. Krenitz, A. W. Young, W. L. Sencer and Peter Rosian. From Pittsburgh: Jules Lapidus, manager; D. Barnholtz, L. Hess, S. E. Feld, W. Satori and F. Guehl. Meeting them at Cincinnati will be the local group headed by P. Kreiger, manager; N. LeVene, H. Young, G. B. Gomersall, J. Marks and F. Schreiber.

Branch managers and salesmen attending the Chicago meeting will be: From Des Moines: J. J. Spandau, manager; H. Schiffrin, J. Smith, Hilton Frost, I. Weiner. From Kansas City: Pete Dana, district manager, L. J. Miller, manager, R. M. Palmquist, L. Morrow, R. Thompson, J. Beiser and E. Selig. From Omaha: Otto Siegle, manager; R. J. Olson, L. Hensler, A. Hill and J. W. Harms. From St. Louis: J. E. Garrison, manager; Harry Hynes, J. H. Sarfaty, S. H. Nesbit and Harry Hines, Jr. From Detroit: E. Heiber, manager; J. Stewart, A. Fischer, B. Tighe and J. R. Susane. From Indianapolis: G. C. Craddock, manager; A. Kaufman, W. B. Grant, W. Sherman. From Minneapolis: H. B. Johnson, manager; A. Zacherl, J. M. Fieldman, S. Leff, D. Gutman, M. Hollaran, and V. L. Dickenson. From Milwaukee: F. Mantzke, manager, E. W. Gavin, R. J. Basett, J. M. Hickey and O. Peterson. From Chicago: E. T. Gomersall, district manager; M. Gottlieb, manager; R. Funk, F. Meyers, E. Weinshenker, M. Brodsky, A. Kent, and W. Hyland.

Branch managers and salesmen attending the San Francisco meeting will be: From Denver: Jack Langan, manager; A. W. O'Connell. E. Warner and T. McMahon. From Los Angeles: A. O'Keefe, district manager; C. J. Feldman, manager, A. Wog, L. Hoss, C. Wade and E. Cooke. From Portland: R. O. Wilson, manager; F. M. Blake, J. Hommel, and J. Harvey. From Salt Lake City: M. Aparton, manager; L. J. McGinley, manager, C. L. Theuerkauf, M. J. Whitman and A. M. Kallen. From San Francisco: B. Rose, manager, King Trimble, Al Oztaby, C. E. Pace and C. F. McBride.

UA Convention In Hollywood May 8; 11 Producers on List

Record Number of Pictures Expected From Company For 1939-40 Season

United Artists will hold its 20th Annual Convention in Hollywood beginning May 8, it was announced this week by Murray Silverstone, head of the company. The entire field staff, together with home office executives, will attend. Eleven producers who will contribute to the 1939-40 program of the company will attend the convention sessions. These include Samuel Goldwyn, Alexander Korda, David O. Selznick, Walter Wanger, Edward Small, Hal Roach, Charlie Chaplin, Douglas Fairbanks, David Loew and Sol Lesser-Ernst Lubitsch.

This is a record number of producers for the company and it is expected that they will turn out a greater number of pictures than ever before. Silverstone said he was withholding the complete product announcement pending completion of deals by several producers.



Murray Silverstone

Among the pictures to be definitely made, from information already released, will be Charlie Chaplin in "The Dictator" which Silverstone said would be definitely made despite denials. It will be released in the Fall. Fairbanks will produce "The Californian" in Hollywood. It is expected that he will not appear in it. Loew will make one or two pictures a year on the Selznick lot. Selznick will deliver three pictures for UA next season. Edward Small announced last week that he would make six pictures. Samuel Goldwyn has two pictures yet to deliver under his contract with UA. They will be "Angels Making Music" and "The Real Glory". Korda, Wanger, and Roach have not yet made their announcements. The Lesser-Lubitsch combination will make three pictures every two years and Lesser will make an additional one annually.

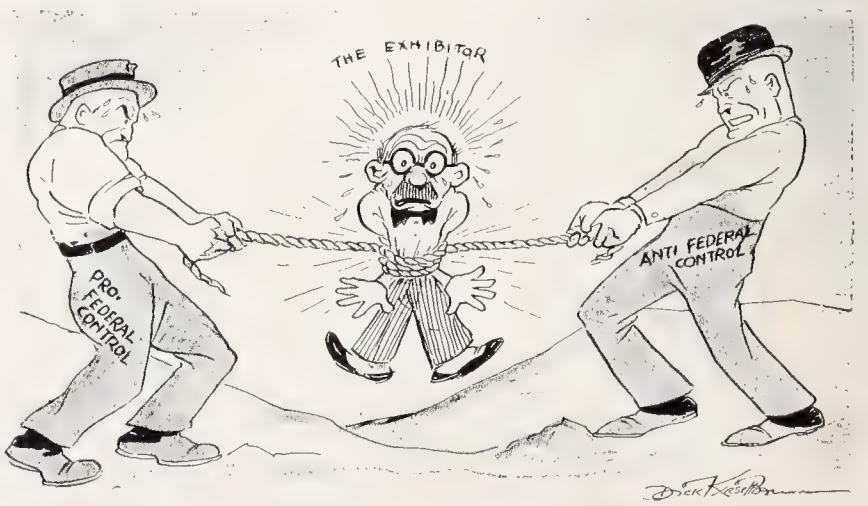
WARNS OF CHAOS IN NEELY BILL

Proponents, Opponents Discuss Measure

Washington—Hearings on the Neely Bill to prohibit block-booking and blind-selling continued this week before the Senate interstate Commerce sub-committee. The hearings opened Monday with Charles C. Pettijohn, MPPDA general counsel, and Robert Montgomery, representing the Screen Actors' Guild, telling the sub-committee members that passage of the Neely measure would gravely affect the industry.

When a proponent of the measure asked that local civic organizations be given a greater choice in the selection of films for the community, Pettijohn stated that if that was the issue of the present hearings, "we can save 3 or 4 days by laying on the table a trade practice program to allow this." Proponents later attacked this proposal on the ground that it could not be taken seriously in view of the industry's alleged breaking of promises.

S. R. Kent, testifying before the sub-committee on Thursday afternoon, urged postponement of action on the Neely Bill until the Government suit against the majors is settled. He also said the bill was unnecessary in view of the revised trade practice draft. He claimed that the bill was strictly minority legislation and urged a complete study by some agency that will bring in facts from all parts of the industry, before the bill's enactment.



THE EYES



OF THE NATION

AS IN 1836



ARE ON TEXAS!



AMERICA – FIRS

MAN OF C

RICHARD DIX
GAIL PATRICK

A Re

with VICTOR JORY · ROBERT
JANET BEECHER · C. HENRY G
MORGAN · GEORGE HAYES · MA

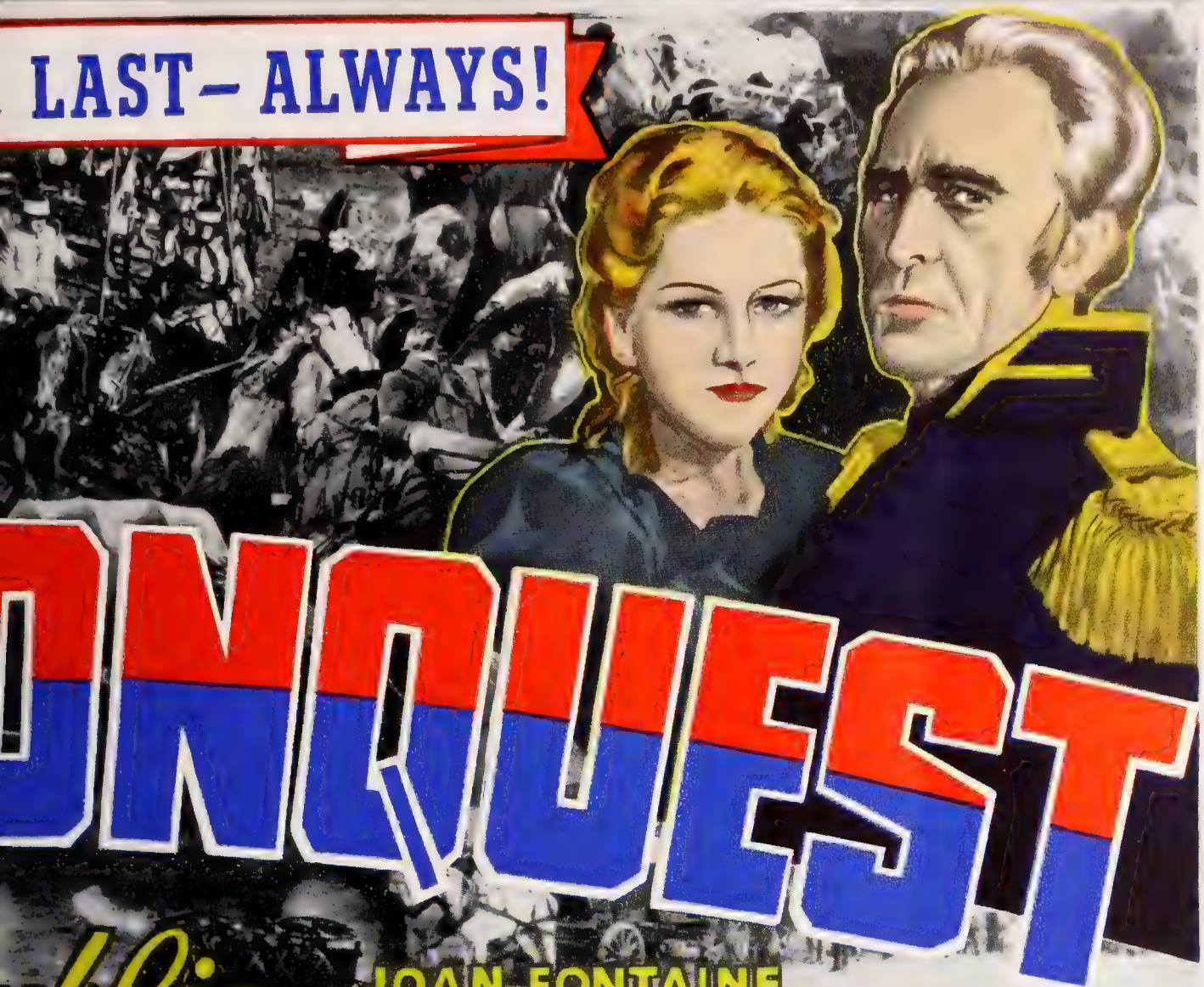
Directed b

☆ WORLD

MAJESTIC THEATR

AZTEC, SAN ANTONIO · MAJESTIC, DALLAS

LAST– ALWAYS!



ONQUEST

ublic PICTURE

JOAN FONTAINE
EDWARD ELLIS

RRAT · ROBERT ARMSTRONG
ON · BILLIE BENEDICT · RALPH
RHUNE ~ *a cast of thousands!*
orge Nicholls, Jr.

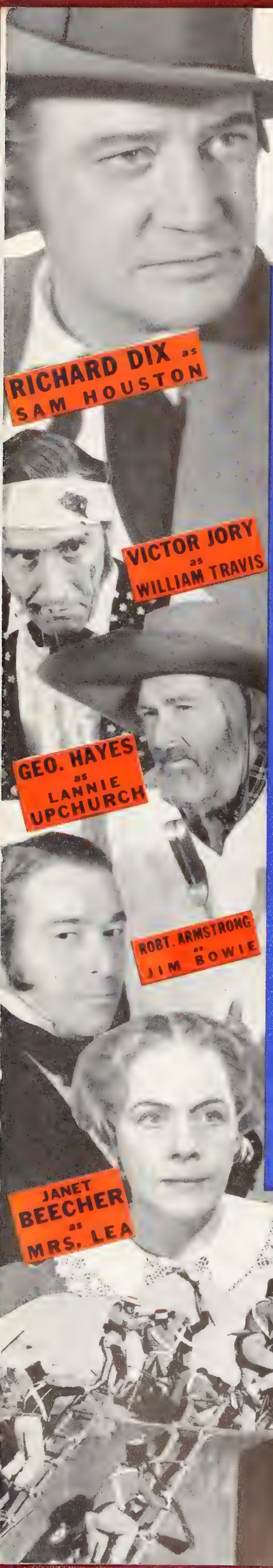
PREMIERE ☆

· HOUSTON, TEXAS

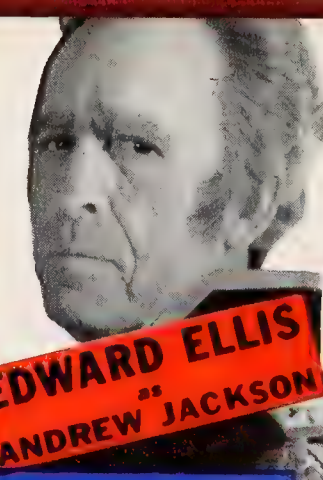
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THE DRAMATIC STORY
of "MAN OF CONQUEST"

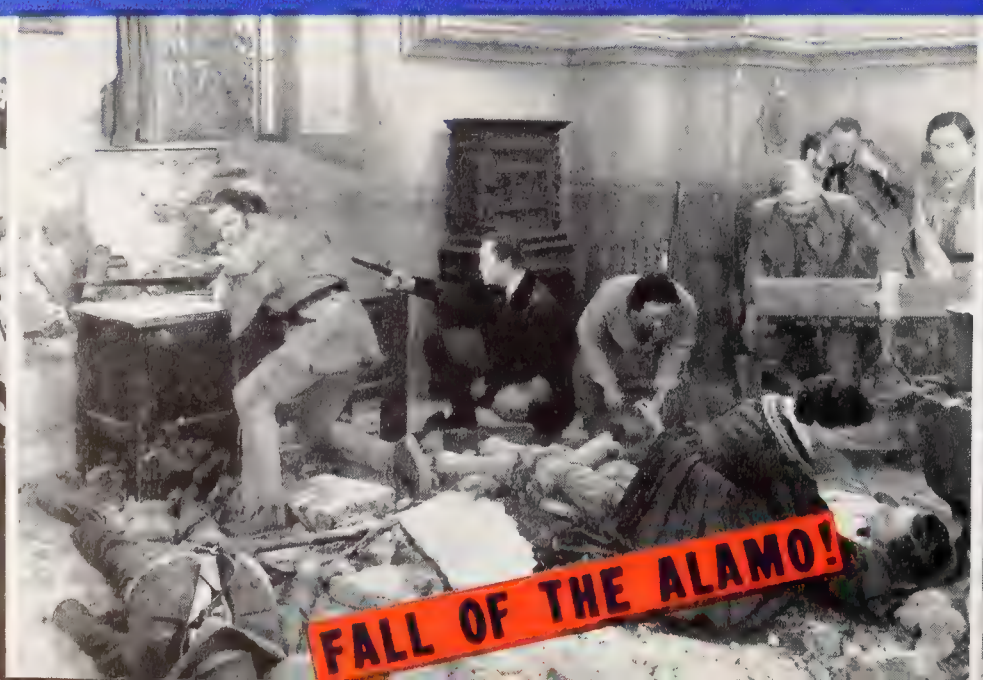
After spending much of his youth with the friendly Cherokee Indians, Sam Houston enlists with General Jackson and is severely wounded while leading a charge at the battle of Horseshoe Bend. Jackson commends him for his gallantry, and a life-long friendship is formed. Jackson is elected to the Presidency and Houston becomes Governor of Tennessee. On the eve of Houston's re-election, he marries Eliza Allen but after many misunderstandings they separate. Houston resigns in the face of the scandal, goes into a long debauch and returns to the Cherokee Nation.

He goes to Washington to protest the treatment of the Cherokees by the government, and there meets Margaret Lea at a Presidential ball. Jackson persuades Houston to go to Texas, where he meets Margaret Lea again. Jim Bowie and Davey Crockett decline to join Houston in a fight to free Texas. They are loyal to peace-loving Stephen Austin, who refuses to enter into war with Mexico. Word is brought that the Mexican Army is marching across Texas, killing and plundering. Austin is convinced that Texas must fight and Houston agrees to lead the army.

The Mexicans attack the Alamo and Crockett, Bowie, Travis and others perish. Houston riding to re-inforce this garrison arrives too late. Thus the cry, "Remember the Alamo!" is born. At San Jacinto, Houston outsmarts the enemy and with a handful of troups routs the Mexican Army, thereby establishing the independence of Texas.

Houston is elected first president of the new Republic, and, with Margaret Lea, now his wife, he watches the Lone Star come down and the Stars and Stripes raised on the capitol flagpole, signifying the annexation of Texas into the Union.

Back in Tennessee, Andrew Jackson, dying, hears the news and whispers, "All is safe at last. My old friend and companion in arms . . . has been true to his trust."



PAR. READIES NEW PRODUCT

Agnew and Gillham Leave For Coast

TO STAY THREE WEEKS

Neil Agnew, Paramount's vice-president in charge of distribution, and Robert M. Gillham, director of advertising and publicity, left New York Thursday on their westward trek to confer with Y. Frank Freeman and studio officials on the 1939-40 product.

Messrs. Barney Balaban, Stanton Griffis, Edwin Weisl, Russell Holman and Leon Netter left Friday and will be joined by Agnew and Gillham in Chicago for the rest of the trip.

It is expected that the home office group will remain on the Coast about three weeks.

"Not Guilty" Majors' Plea in Contempt Case

Chicago—A general plea of not guilty was filed by attorneys for major companies and B & K in Federal Court in answer to the Government's bill of particulars in the contempt case before Judge Charles Woodward. This puts in the issue all of the allegations of the information filed by the Government.

N. Y. Allied Attacks Print Non-Availability

Albany—Highlight of the New York Allied monthly meeting held this week at the Ten Eyck Hotel was the allegation of spasmodic non-availability of prints at schedule time for many independents on many occasions. There has been no waning of upstate opposition to crews of two men in a booth bill, it was said. A delegation will attend the state convention in New York next month.

$25.000 For Refugees In Theatre "Drive"

Minneapolis — Sometime next week, W. A. Steffes, Chief Barker of the Twin City Variety Club, is scheduled to present O. J. Arnold local head of the German Refugee drive, with a check for $25,000 the result of a two-month "drive" by Twin City theatremen.

Film Daily Year Book Now Being Distributed

The 21st annual edition of the Film Daily Year Book was being distributed this week to motion picture distributors, producers, exhibitors, newspapers, and others who rely on the publication for vital information concerning the industry. The book this year has a total of 1216 pages.



The 20th Century-Fox sales convention held at the Congress Hotel in Chicago last week. On the dais are Jack Fichelman, assistant to Heman Wobber, general sales manager, (standing centre), William Kupper, Western division sales manager; William Gehring, central division sales manager and William Sussman, Eastern division sales manager. The Convention heard details of the program of 52 pictures which the company will make for the 1939-40 season.

ROGERS DRIVE PLANS

Details of Observance On April 20th Nearly Ready

Plans for this year's observance of Will Rogers National Theatre Week in major circuit and independent theatres throughout the country during the week beginning April 20 are rapidly nearing completion, it was announced this week by Major L. E. Thompson, chairman. Exhibitors have been classified into two categories; to run an all-star short subject, which will be furnished to them gratis, and take audience collections; or to make contributions based on theatre capacities. Thirty-two branch managers of major film companies have already been designated as zone chairmen.

The short subject produced for the annual drive includes in its cast Spencer Tracy, Deanna Durbin, Lowell Thomas, Robert E. Sherwood and Raymond Massey. National Screen Service will handle orders for prints which may be placed through the branch managers or salesmen of local National Screen offices.

President To Be Telecast

President Roosevelt making his speech opening the World's Fair will be the first subject to be telecast, according to Lenox R. Lohr, NBC president.

Withdraw Goldwyn Picture in Quebec

"Wuthering Heights", Samuel Goldwyn's production for UA release, has been withdrawn from the entire province of Quebec because of deletions required by the provincial censor. Goldwyn refused to make the cuts.

Distributing Independently

Boston—Following his resignation as Grand National eastern division manager, Henry Asher is distributing independently.

Goldwyn Is Sulking Says Schwartz of UA

April 4

"Since the failure of Mr. Goldwyn's attempt to secure voting control (of UA) by having himself designated as sole voting Trustee under a Voting Trust, demanded by him, he has been sulking," declared Charles Schwartz, UA attorney, this week in answer to statements from Goldwyn that he "would not be left at the post" as to future distribution. "He reminds us of a schoolboy who has been chastised and who avenges himself by making faces," said Schwartz. "This company has lived up to the spirit and letter of its contract and expects Mr. Goldwyn to do likewise for the full balance of its term," the attorney continued. The contract runs until Sept. 2, 1945.

Mecca Acquires Sole Ownership of "Tralee"

Sole and exclusive ownership of "Rose of Tralee" for distribution in the United States have been acquired by Mecca Film Laboratories, Inc., 630 Ninth Ave., New York. The rights cover 35 mm and 16 mm. The film was produced in Ireland with an all-star Irish cast.

Columbia Shifts Branch Managers

Denver—Wayne C. Ball, Columbia exchange manager here, has been shifted to managership of the company's Los Angeles exchange. Bob Hill, Salt Lake City exchange manager, will move to Denver to make his headquarters as manager of both the Denver and Salt Lake City branches of Columbia.

61,877 See "Bell" In Its First Week

At the end of the first four days, 61.877 people had seen "The Story of Alexander Graham Bell" at the Roxy, thus assuring a holdover for the film.

HITS AT GIVEAWAYS

Cleveland Exhibs to Get Plan To Do Away With Ills

Cleveland—At a meeting to be held April 14 the Cleveland Motion Picture Exhibitors Association will receive a three-point program designed to do away with exhibitor ills. Elimination of theatre premium advertisements from theatre advertisements is sought in the proposed plan, as well as the seeking of an agreement whereby premiums will be entirely eliminated upon expiration of present premium contracts, and the reducing of duals to certain days of the week. The CMPE also passed a resolution reaffirming its endorsement of the Neely anti-block-booking bill.

Turnbull to Manage British Cinema at Fair

London—T. G. C. Turnbull, for the past 12 years manager of the New Gallery, Regent Street, has been chosen by the Department of Overseas Trade as manager of the cinema in the British Pavilion at the New York World's Fair. Turnbull was scheduled to leave here April 8 for New York. After about six months with the Fair, he will return to London.

Greenblatt Made Assistant to Rogers

Arthur Greenblatt, former eastern district manager for Gaumont British, has been appointed assistant to Budd Rogers, vice president and general manager of Alliance Films Corp. Headquarters for the company will be in the RKO Building, Radio City.

Favors Passage of Anti-ASCAP Bill

Oklahoma City—Passage of the bill to require ASCAP to file a list of their copyrights with the Secretary of State and thus void ASCAP's system of collections has been recommended by the House Judiciary Committee number one.

IN THE EDITOR'S MAIL BAG

Editor, SHOWMEN'S TRADE REVIEW:

Here is the kind of letter you will NOT print in your magazine. I'll bet you don't even read it to the finish. But I just wanted to give you an opinion on the editorial you wrote in a recent issue of STR concerning "The Florida Suit." It seems to me that you should be thoroughly ashamed of yourself for the attitude you took in defending a practice which is in itself shameful and deserving only of the strongest criticism possible.

Evidently you do not believe in the principle of free enterprise and personal initiative. While I hold no brief for Herman Weingarten (in fact, I never heard of him before) I sincerely believe that the type of criticism which you directed at him was childish and unreasonable.

So you blandly admit that Mr. Weingarten could not get pictures to run in his theatres and you say "Such a surprise!" Well, it is a surprise. To think that any group of exhibitors should be permitted to conspire with the distributors of motion picture films for the purpose of stifling honest and legitimate competition is beyond the limits of fair dealing. And to think that you should condone and even encourage such unfair practices is beyond belief.

Maybe Mr. Weingarten shouldn't have built into a town that already had enough seating capacity, but that is his privilege in a free country. He has just as much right to build a theatre as he has to start a grocery store or a radio station or a factory or any other type of legitimate enterprise. And once he has built it, he has as much right to obtain pictures as any of the other exhibitors. If, as you state, he ran into a "tough" product situation, meaning a conspiracy to eliminate competition, then it's about high time that someone brought the matter out into the light of day.

I see you don't approve of Weingarten taking his plea to court. Why not? If I were in his place I would do the same thing and I would be completely in the right. Courts were made for just such a purpose and I feel sure that Mr. Weingarten will win his case very easily. Maybe you do not realize that the monopoly which he is suing is an illegal one and that the defendants may have one hot time keeping out of jail as a result of their practices.

Instead of letting yourself be carried away in your unreasoning effort to defend the distributors and the exhibitor combines, it might be a good idea to first consider the matter from the point of business ethics and legal rights. Then you won't have to apologize to yourself for condoning a disreputable action.

(signed) *A. B. Nehman,*
Cleveland, Ohio.

—And Here's the Answer

Dear Mr. Nehman:

I have your letter of recent date which I found very interesting.

As for not reading it through, you would lose that bet right off the reel because I've read it through twice.

I am sure that if you were acquainted with the background of the subject under discussion you would not take the attitude as conveyed in your letter. No doubt, as an exhibitor yourself, you can only view the situation from what you have read about it in the various trade papers.

I thoroughly agree with you that this is a free country and that a man should be allowed to build a theatre anywhere he pleases and that he should be given an opportunity of sharing in the product used in that territory. However, let us assume that you have two theatres in a community just about large enough to support these two theatres and that your policy is such that you require all available product to keep your theatre operating and to show a fair return on your investment.

Just what would be your attitude if somebody came into that territory knowing full well what the situation was and without regard for the many years of hard work and the amount of money you have put into your business, proceeds to build one or two theatres and then demands that you split the product with him?

When you have sufficiently analyzed such a situation I would ask you to review my editorial as well as your letter to me and see whether your attitude remains the same.

I am not as near concerned over the individuals involved in the Miami situation as I am over the principle behind the whole controversy. But I would point out that one of the two circuits operating in the Miami area has been built up by two of the squarest independents in this business who have had to battle for every bit of product to keep their theatres operating. Furthermore, they have to struggle through nine months of pretty tough business conditions in order to benefit from the three months when the tourist trade gives them an opportunity of doing a decent business.

The only mystery about the whole situation down there right now, in my opinion, is whether or not the gentleman who built the two theatres did not do so for the purpose of forcing the existing operators in that territory to make some sort of a deal with him to take the theatres off his hands. I am not saying that this thought was back of his mind when he invaded that territory. But we are working on certain information which indicates that he was well aware of the situation long before he invested any money in that territory.

Be assured of my appreciation, Mr. Nehman, for your interesting letter and my only regret is that more theatremen do not express themselves on all topics so that trade papers could better serve the whole industry.

Most assuredly I respect your opinions to which you are definitely entitled just as I hope you will agree I am entitled to mine.

Thanking you again and with all good wishes, I am

(signed) *"Chick" Lewis*



Reserved for "Sweethearts"

This eye-catching display was used in the lobby of the Fantasy Theatre, Rockville Centre, N. Y., by Manager Mannie Friedman for the showing of MGM's "Sweethearts."

Ed Note:—The voice of the exhibitor is too often unheard and unheeded. STR is constantly in receipt of letters from exhibitors throughout the country offering suggestions on various problems and presenting their own individual problems and views. Your comments on these problems as presented here and other situations peculiar to your own operation will be welcome and will be published with or without your name as you may request.

Editor, SHOWMEN'S TRADE REVIEW:

Questionnaires are O. K. as far as trade papers go and are helpful to us exhibitors in buying new product; that is, if we get them before the salesmen get us. But they are also a big help to the distributors in gouging us for more rentals as it shows them which product we prefer and they do not hesitate to increase prices each year.

I also dislike radio appearances of the stars we make a living for.

Please get word to Metro to cut out their "prestige" pictures such as "Marie Antoinette", "The Citadel", "The Great Waltz" and Garbo.

Iowa exhibitor.

Editor, SHOWMEN'S TRADE REVIEW

Your editorial in a recent issue, dealing with "Hitting Below the Belt" and one bell ratings by Fidler, prompts me to write you, because I have wondered these many years why producers and exhibitors have stood so long for these "symbol" ratings, which would never stand up in a court.

I can understand that criticism, whether just or unjust, can be considered "free press" or "Freedom of Speech", but grading by symbols is a horse of another color.

Whether it's bells, stars, percentages, or what have you, none of these symbols can be considered criticism. They definitely place a definite commercial value on the product much after the fashion of a sale. What happens in a sale? A manufacturer spends say $50,000 to make and market a product. He assumes that he will make a certain profit but finds that his calculations are wrong and must make sacrifices to meet his bank loans. Then comes the sales and the mark down with the usual advertising "Made to market at $1—now being sold at 59c". A picture producer turns out his product with a definite quota placed on it. Added to his miscalculations he has the hazard of some one person labeling his product as worth only one or two stars, one or two bells or a low percentage rating, truly a below-the-belt slam from a single opinion that may be right or wrong but yet may sway millions to stay away from that product. The giving of the stars and bells even when it is four and five, the highest rating, is not good for the public for it has been noted that inferior product has been given high rating, thereby misleading the public.

I believe a court would sustain the criticism or written or spoken word by any publication or radio commentator, irrespective of how wrong or cruel it might be, but I would like to hear some publisher or radio commentator get up in court and try to define stars or beli ratings as legitimate criticism. Webster gives a fine analysis of symbol and if you will look it up there is nothing there connecting the word "criticism" with any definition of the word "symbol."

Let the publications and radio commentators start star and bell rating such articles as cigarettes, soap, perfume or in fact any nationally advertised brands and see the results. What would the results be, "Chick"? You don't know? Ask any advertising manager. I'll give him one half of one per cent of a guess and 20 to 1 he gives you the right answer.

(signed) *Terry Turner.*

"HAVE BOOKED THIS PICTURE FOR WORLD PREMIER-CERTAIN OF A SMASH BOX-OFFICE ATTRACTION" STATE THEATRE, HARTFORD, Beginning April 12th



MVP MARCH 31 1939 TWS 3 MIN HARTFORD CONN.

W. RAY JOHNSTON MONOGRAM STUDIOS 4516 SUNSET BLVD. HOLLYWOOD CAL

I HAVE JUST SCREENED JACKIE COOPER AND MARTIN SPELLMAN IN "STREETS OF NEW YORK". WE HAVE THIS PICTURE UNDER A STRAIGHT BUY CONTRACT BUT AFTER SCREENING IT I AM GREATLY PLEASED TO CHANGE THE CONTRACT OF MY OWN VOLITION TO A PERCENTAGE DEAL. THIS IS DONE TO GIVE YOUR COMPANY ENCOURAGEMENT AND SUPPORT FOR WHAT I AM CERTAIN WILL BE A SMASH BOXOFFICE ATTRACTION. I HAVE BOOKED THIS PICTURE FOR ITS WORLD PREMIER AT OUR STATE THEATRE HARTFORD. CONN. ON APRIL 12TH AND HOPE TO COMPENSATE YOU PROPERLY FOR THE FINE EFFORT YOUR UP-AND-COMING COMPANY HAS PRODUCED.

KINDEST REGARDS.

MARTIN D. HARRIS STATE THEATRE

YOUR *"BOY OF THE STREETS"* STAR

JACKIE COOPER

THE NEW JUVENILE SENSATION

MARTIN SPELLMAN

WITH

MARJORIE REYNOLDS

DICK PURCELL



"STREETS OF NEW YORK"

Directed by WILLIAM NIGH • Screenplay and Original Story by ROBERT D. ANDREWS

A MONOGRAM PICTURE

PROGRAM EXCHANGE

Ferris Forced to Leave Us, While Mack Lewis Shows a Swell Tabloid

Well, another week is here, and with it comes the addition of a new member and the withdrawal of another. The new member, boys, is Mack Lewis, of the Grand Theatre, Bessemer, Ala. And the one who has left the fold is Ed Ferris, of the Queen Theatre, Victoria, Texas.

In a letter to the Program Exchange editor, Ed regrets having to bow out, but indicates that certain circumstances forced him to discontinue the *Beeville Star.* Members will regret that, for Ed's paper was a newsy house publication. He says he's ready, willing and able to put out a first class movie tabloid for anybody interested, preferably in a town of over 5,000 population or in a good neighborhood. Ed likes the South, of course, but says he could be coaxed away. If any of you members have been having trouble getting out a good program, if you need someone to put new life in the one you're now issuing, you'd better get in touch with Ed. He can be reached in care of the *Victoria County Mirror,* Victoria, Texas.

And now let's get back to our new member. Mack Lewis comes along with another of those swell tabloids, on the order of *Cinemag* and the *North End Observer.* He calls it *Grand Theatre News.* Folded, it measures 9 x 12 inches. The main story on the front page concerns the Grand's next important attraction. But aside from this, there are personal notes about folk around town, a high school and society item, and a small box which gives the week's program at a glance. Too, there is a two-column scene cut. Bessemer citizens are invited to phone their news notes to the editor, who we imagine is Mack.

Thanks, W. S. Samuel, for the swell material you sent. Although lack of space prevents us from going into detail about it, nevertheless we concede you're doing an unusually fine job down there in Port Neches, Texas. And we'd like to acknowledge a batch of programs from Harold Grott, of the Met Theatre, Baltimore, Md. Because of their fine art work, they're good examples of the better type of program. Harold, by the way, made up one for the Schanze Theatre, which was playing a Jewish talking picture. Fleck is doing all right with his programs for the Broad Theatre, Newark, N. J. He manages to get punch and variety in each one he puts out.

As we look out across the street, we see these words on the giant Wrigley chewing gum sign: "The Flavor Lasts." That may be true, but our space won't, so we must bid you farewell until the next issue of STR. Keep exchanging!

— *Your Application Blank* —

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....

• Program Exchange Members •

Herewith is a list of the members in the STR Program Exchange. If you already have a list check it against this for additional members. Those of you who do not have lists will please use the following as your mailing guide. This list has been published at frequent intervals to help you keep up to date on the fellow exhibitors with whom you exchange programs.

Lloyd M. Mills, Centre Theatre, London, Ont., Can.
P. E. McCoy, Georgia Theatre, Athens, Ga.
Seth Field, 78 Oakland Ave., Gloversville, N. Y.
J. E. Fawler, Orpheum Theatre, Elkhart, Ind.
Milton Bundt, Garden Theatre, Richmond Hill, N. Y.
M. G. Lee, Lee Theatre, Cuthbert, Ga.
Pearce Parkhurst, State Theatre, Torrington, Conn.
Bill Whyte, Walton Theatre, Philadelphia, Pa.
W. A. Levee, Plaza Theatre, Bayonne, N. J.
E. E. Bair, Strand Theatre, Defiance, O.
William Justice, Majestic Theatre, Paragould, Ark.
S. J. Poppay, Rialto Theatre, York, Pa.
E. N. Olsen, Minnesota Amusement Co., Minneapolis.
Ray Smith, Amherst Theatre, Amherst, Mass.
Jack Farr, Queen Theatre, Victoria, Tex.
Frank Gee, Missouri Theatre, Columbia, Mo.
Jack Post, Fishman Theatres, Inc., New Haven, Conn.
Wallace C. Harding, Grand Theatre, Wilmington, Del.
Dan Zarrelli, Cameo Theatre, Watertown, Conn.
Harold Grott, Met Theatre, Baltimore, Md.
S. V. Moorman, Columbia Theatre, Coldwater, O.
M. H. Alger, Marius Theatre, Lakeview, Ore.
B. J. Edwards, Westex-Olney Theatres, Olney, Tex.
John Woylinek, Gayble Theatre, North Judson, Ind.
Floyd Faubion, Star Theatre, Teague, Tex.
Frank W. Steele, Williams Theatre, Williams, Calif.
Jesse C. Lund, Rialto Theatre, Aliquippa, Pa.
John R. Freeland, Roxy Theatre, Franklin, Ky.
W. F. Brown, Park Theatre, Worcester, Mass.
Frank Boucher, Glove Theatre, Gloversville, N. Y.
Martin Renner, Pastime Theatre, La Porte City, Iowa.
Frank Sparrow, State Theatre, Cocoa, Fla.
H. W. Ficken, Greenport Theatre, Greenport, N. Y.
M. W. Lathrop, Oakdale Theatre, Oakdale, Calif.
Burges Waltmon, Varsity Theatre, Columbus, Miss.
S. Thomas, Kentucky Theatre, Whitesburg, Ky.
U. Hollingsworth, Capitol, Capitol Heights, Md.
Frank Maloof, Kiva Theatre, Las Vegas, N. M.
Harland Rankin, Plaza Theatre, Tilbury, Ont., Can.
Matt Park, Audien Theatre, Wetaskiwin, Alberta, Can.
Roy Hanson, Jefferson Theatre, Goshen, Ind.
George Buell, Varsity Theatre, Ft. Worth, Tex.
H. H. Lowenstein, Court Theatre, Newark, N. J.
Peter Panagos, Indiana Theatre, Kokomo, Ind.
Harry Hobolth, Deluxe Theatres, Imlay City, Mich.
Rob't. Marhenke, Broadway Theatre, Baltimore, Md.
I. C. Holloway, Carolina Theatre, Lexington, N. C.
Myron McLeod, Patricia Theatre, Powell River, B. C.
Cle Bratton, Ritz Theatre, Council Grove, Kan.
C. S. Laird, Madison Theatre, Madison, Kan.
S. C. Sunness, Jarvis Theatre, Binghamton, N. Y.
L. V. Collins, Canton Theatre, Canton, Missouri.
Chas. P. Winkelmann, Playhouse, Princeton, N. J.
Sam Hammond, Carolina Theatre, Kinston, N. C.
Ben A. Dyer, Ritz Theatre, Columbus, Texas.
M. A. Ruscher, Plaza Theatre, Secaucus, N. J.
Clayton Schmidt, Odeon Theatre, Mason, Texas.
John Terry, Cozy & Gem Theatres, Tulsa, Okla.
James Hayes, De Soto Theatre, De Soto, Missouri.
F. M. Collins, Algonquin Theatre, Manasquan, N. J.
George Roberts, Kingsbridge Theatre, Bronx, N. Y.
Ken Baird, Dickinson Theatre, Fayette, Missouri.
John H. West, Capitol Theatre, Gadsden, Ala.
J. R. Wills, Eaton Theatre, Eaton, Colo.
Walter Cohen, Leader Theatre, Baltimore, Md.
E. J. Clifford, Band Box, Mifflinburg, Pa.
E. F. Ingram, Ashland Theatre, Ashland, Alabama.
Joe Stribling, Lyric Theatre, Vinita, Okla.
H. C. Scheinman, 4th Fl., Hermant Bldg., Toronto, Can.
W. G. Peck, La Moda Theatre, Atascadero, Calif.
Reese B. Harrington, Reese Theatre, Harrington, Del.
Hal Kopplin, Wometco Theatres, Miami, Fla.
J. H. Roberts, Star Theatre, Hereford, Texas.
Walter Fleck, Broad Theatre, Newark, N. J.
Gilbert F. McKeon, State Theatre, Paterson, N. J.
David Ginsburg, Boro Theatre, Bethesda, Md.
Dwight Seymour, Texas Theatre, Kermit, Texas.
Malcolm Miller, Prince Theatre, Pahokee, Fla.
Michael J. Caroll, American, Bridgeport, Conn.
Ben Berryman, Beacham, Orlando, Fla.
W. S. Samuel, Lyric, Port Neches, Tex.
C. S. Brown, Temple Theatre, Kane, Pa.
Lee Levy, Carlton Theatre, New York City, N. Y.
Louis Littlefair, Grand Theatre, Stamford, Texas.
L. M. Thomas, Avalon Theatre, Avalon, California.
G. J. Riester, Capitol Theatre, Shamokin, Pa.
George N. Wheeler, Langdale Theatre, Langdale, Ala.
Mack Lewis, Grand Theatre, Bessemer, Ala.

Last Complete List

This is the last time we will publish a complete list of Program Exchange Members. Surely all members have a list, and can add to it. If not, better hold on to this one. Note that Ed Ferris has been taken out.

Showmen's Parade

NESTOR F. AUTH, who has been floor manager at Loew's Penn, Pittsburgh, has been promoted to the assistant managership of Loew's Broad, Columbus, Ohio, by District Manager MIKE CULLEN, who formerly managed the Penn. ALBERT MULLEN has been promoted from the ushers' staff to AUTH'S position.

HARRY SEGAL, manager of the Strand Theatre, Youngstown, O., has swapped jobs with HENRY MILLER, manager of the Family Theatre, East Liberty, Penna. MILLER was recently promoted to manager from the assistant manager's post. Both houses are operated by the Harris Amusement Co.

E. E. BENHAM has returned as district manager for National Theatres in Yuba City, Calif. BENHAM is succeeded as manager of the State, Marysville, by HARRY BROWN, who has been managing the Liberty in the same city. HARRY HUNSAKER, publicity and advertising manager of the State, takes over the management of the Liberty. DAVID PETERSON has been appointed manager of Smith's Theatre, Yuba City. He has been at the Shasta Theatre, Mount Shasta.

IRA TURNER, formerly a manager for Warner Bros. in Philadelphia, has been appointed manager of the Tioga Theatre in the City of Brotherly Love.

HARRY McDONALD, manager of the RKO Albee Theatre, Providence, has been appointed New England Division Manager for RKO, succeeding CHARLES KOERNER, who has been transferred to the Coast. McDONALD will have charge of RKO theatres in Boston, Providence and Lowell, Mass. KOERNER takes the place of JACK GROSS, who succeeded to the post of RKO Division Manager on the Coast following the resignation of CLIFF WORK, who joined Universal.

W. M. HARRISON, formerly manager of the Paramount, Clarksdale, Miss., has been switched to the Strand, Natchez, La. He is succeeded by MELVIN S. GREENBLATT. RALPH BRACKEN has been named as the latter's assistant.



Author Attends Opening

Mr. and Mrs. Philip Wylie (he is the author) with Sonny Shepherd, manager of the Lincoln Theatre, Miami, Fla., at the opening of Universal's "East Side of Heaven" starring Bing Crosby, Joan Blondell and Mischa Auer.



● Pick up any national magazine . . . any newspaper . . . look at any billboard . . . read the movie ads . . . then look at any National Screen Trailer . . . and you'll see why we say:

No printed account . . . no matter how graphically written . . . can thrill its readers . . . excite its readers . . . amuse its readers . . . one-tenth as much as seeing and hearing the event itself!

Listen to any radio broadcast . . . then see a trailer and you'll see why we say:

Nothing compares to seeing and hearing the actual event itself!

No form of advertising . . . no matter how smart, can give you the one hundred percent coverage you get from National Screen Trailers . . . and at the lowest cost per person reached!

NATIONAL Screen SERVICE

. . . Prize Baby of the Industry! —

The Box Office Slant

East Side of Heaven

(Hollywood Preview)

Univ. Comedy 88 mins.

Bing Crosby with New Baby Star Plus Swell Music Should Bring In Good Money

(National Release Date, April 7)

Cast: Bing Crosby, Joan Blondell, Mischa Auer, Irene Hervey, C. Aubrey Smith, Sandy Henville, Robert Kent, Jerome Cowan, others. Screenplay by William Conselman from an original screen story by David Butler and Herbert Polesie. Directed by David Butler. Associate producer, Herbert Polesie.

Plot: When Bing gets fired from his job of singing messages for Postal Telegraph, he and Joan are forced to postpone their wedding. Getting another job as cruising troubadour for a taxi company, Bing takes Joan to dinner to celebrate. The next day, Irene Hervey, wife of Robert Kent, wealthy playboy son of C. Aubrey Smith, leaves her baby, "Sandy", in Bing's cab. Smith has started a suit for custody of his son's child, and the disappearance causes a sensation. Bing promises to return the baby if Smith will stop interfering with his son and daughter-in-law. When Bing returns to the flat with Smith, he finds the baby gone, with Smith threatening to jail him. However, after several hilarious circumstances, the child is found, and Bing and Joan have no more obstacles in the path of their wedding.

SUMMARY: Bing, in a made to order singing role and the addition of some swell music, a good story and fine direction, should bring Universal fine returns and of course, the exhibitor as well. It's Crosby's best picture in a long time. He is perfectly at ease in his handling of the new baby star, Sandy, and will gain many new admirers for his performance. Ditto for Joan Blondell in her role. Word of mouth talk about Sandy after the opening will be a big factor in this picture's success. Mischa Auer in one of his funniest and meatiest roles and the balance of the cast as well, help director David Butler swing this one along at a merry clip. The production of the swell screenplay handed in by William Conselman is only matched by the lilting tunes of songsmiths Monaco and Burke. Plenty of tieups can be made on this from music and radio stores. Taxicab companies, restaurants and baby's wear shops are also good for tieups on the picture.

OUTSTANDING: Bing Crosby, Baby Sandy, Mischa Auer and David Butler's direction.

Catchline: "Bing and Sandy, the newest star team scintillate in movie heaven."

(FAMILY)

The Kid From Texas

(Hollywood Preview)

MGM Comedy Drama 70 mins.

O'Keefe Plus Smart Direction Makes This a Candidate for Good Returns

(National Release Date, April 28)

Cast: Dennis O'Keefe, Florence Rice, Anthony Allan, Jessie Ralph, Buddy Ebsen and others. Original story by Milton Merlin and Byron Morgan. Screenplay by Florence Ryerson, Edgar Allan Woolf, and Albert Mannheimer. Directed by S. Sylvan Simon. Produced by Edgar Selwyn.

Plot: Dennis O'Keefe, a Texas cowboy whose horse, Lonestar, obeys only his commands, is so far gone on the game of Polo, he herds his cattle while wielding a croquet mallet and smacking a tennis ball around. When Lonestar is sold by ranch owner Tully Marshall, to Long Island socialites, Florence Rice and Anthony Allan, O'Keefe goes back East with the former to take care of the horse. Overcoming many difficulties he finally gets to play on the Long Island Polo team but is ousted by Robert Wilcox, jealous fiance of Florence Rice. O'Keefe quits his job on the estate and joins his pal Buddy Ebsen and a pretty equestrienne, Virginia Dale, as manager of their rodeo show. He forms a polo team of cowboys and Indians, challenges and beats the social bunch much to the delight of Jessie Ralph, Florence's aunt, who sees in the cocky cowhand a man who can help control the estate and also the heart of her spoiled young niece. He does both for the finish.

SUMMARY: There are enough good laughs and acting bits to bring this to top spots of many bills as action half, and more than hold its own on any double as second half with an "A" top feature. With a likable, ingratiating personality Dennis O'Keefe fits into this part of a free lance cowboy like a hand in a glove, both for acting and fine riding ability. He gets excellent support from Florence Rice, Jessie Ralph, Buddy Ebsen and others in the cast with lesser parts, especially Helen Lynd in a brief but good bit as a cockney housemaid on the estate. Edgar Selwyn for his first production shows a master's hand, while S. Sylvan Simon turns in a top notch directorial effort with his snappy pacing and deft handling of the not too strong screenplay. Dress theatre attaches in cowboy, Indian or polo outfits. Give lobby a rodeo or polo field atmosphere. Give tickets as prizes to kids for best letters on "Do YOU think cowboys would make good Polo players?" For street ballyhoo have mounted Indians or cowboys with polo mallets give throwaways telling of the exploits of "Wild Bill Malone, The Kid From Texas".

OUTSTANDING: O'Keefe's acting and Simon's direction.

Catchline: "His cowpony helped him take a girl off her high horse". **(FAMILY)**

Legion of Decency Ratings:

(For Week Ending April 8)

SUITABLE FOR GENERAL PATRONAGE

Night Riders Streets of New York
Story of Alexander Graham Bell

Tex Not From Texas

Having had Tex Ritter as "The Man From Texas," Monogram has been doing some map-changing of its own and has now designated the cowboy star's latest release as "The Man From Wyoming." The western is scheduled for release on May 5.

Dodge City

(Technicolor)
(Hollywood Preview)

WB Western 102 mins.

Combination of Swell Acting, Direction and Technicolor Makes Box Office Smash

(National Release Date, April 8)

Cast: Errol Flynn, Olivia De Havilland, Ann Sheridan, Bruce Cabot, Frank McHugh, Alan Hale, John Litel, Henry Travers, Henry O'Neill, Victor Jory, William Lundigan, "Big Boy" Williams, others. Original screenplay by Robert Buckner. Directed by Michael Curtiz.

Plot: Flynn, a roving cattleman, brings a herd of steers into Dodge City and while there gets into trouble with Cabot, who rules the town. At the request of law abiding citizens, particularly Olivia De Havilland, Flynn takes on the job of sheriff and starts a clean up campaign. McHugh, a crusading editor is murdered while collecting damaging evidence against Cabot. This puts the spur to Flynn's determination to wipe out the terrorists, which he does in a series of brawling battles. His reward is Olivia.

SUMMARY: In this magnificent production, Warners has again given the moviegoing public a picture that is tops in outdoor entertainment and should be a sure box office winner. Under Michael Curtiz's masterful direction, this film is so crammed full of thrills and action, that it will keep the audience in a state of sustained excitement from beginning to end, especially the free-for-all fight in the Gay Lady Saloon, the like of which has never before been seen. Errol Flynn is at his best as the fighting sheriff and will increase his already large following with his fine performance. Olivia De Havilland, Alan Hale, Victor Jory, "Big Boy" Williams and Bruce Cabot head a swell supporting cast and score heavily with their forceful portrayals. All in all it is an uproariously eye-filling spectacle geared to entertain patrons of all ages. Carry out the Western atmosphere in the lobby and theatre front decorations with ushers and doorman in Western regalia. Secure an old horse drawn vehicle for street ballyhoo. Offer free tickets through your local newspaper for the best essay on the history of Dodge City.

OUTSTANDING: Technicolor and Michael Curtiz's direction.

Catchline: "The roaring mile that made the whole world gasp." **(FAMILY)**

Broadway Serenade

(Hollywood Preview)

MGM Musical Drama 112 mins.

Jeanette MacDonald Better Than Ever Should Assure Top Box Office Returns

(National Release Date, April 7)

Cast: Jeanette MacDonald, Lew Ayres Ian Hunter, Frank Morgan, Wally Vernon, Rita Johnson, William Gargan, Al Shean and others. Original story by Lew Lipton, John Taintor Foote and Hans Kraly. Screenplay by Charles Lederer. Directed

For Additional Exploitation Ideas on These Pictures Consult Encyclopedia of Exploitation — See Page 18

and produced by Robert Z. Leonard.

Plot: Jeanette MacDonald and Lew Ayres are a good song-and-piano team but playing a chain of cabarets mainly through the punching ability of the latter. Happily married and living in a theatrical boarding house, they are separated by Jeanette's engagement in Frank Morgan's musical comedy, backed by Ian Hunter. Her success is Ayres' downfall until, just as she reaches the top and divorces Ayres, he shows up with the score of "Broadway Serenade", having been egged on by Al Shean, an old musician who had faith in him. Morgan buys the score with the proviso that Ayres get Jeanette to give up plans to marry Hunter and star in the revue. He does and wins her back.

SUMMARY: With a lavish production that has everything a theatregoer could wish for, this first solo starring of Jeanette MacDonald, should stand on its own for top boxoffice grosses everywhere. Jeanette MacDonald, in better voice than ever and showing more versatility than in any of her previous efforts, swings, chants and vocalizes as though she were enjoying every minute of her work. There's a big name supporting cast, headed by Lew Ayres, Frank Morgan, Ian Hunter and last but not least, Al Shean, in a standout performance as the old musician who is instrumental in bringing the pair together again. For the first producing-directing stint of Robert Z. Leonard, it is his best effort by far and should make him very near to top man in this category. Top notch are music, dance numbers, photography, montage effects, screenplay and costumes. For exploitation see Showmanalysis in issue of April 1, pages 26 and 27.

OUTSTANDING: Jeanette MacDonald, Lew Ayres, Al Shean and the direction.

Catchline: "She reached the pinnacle of success alone . . . but made her husband share it." **(FAMILY)**

This Man Is News

(London Trade Show)

Para. Mystery 78 mins.

Surprisingly Good Picture Almost Hits "A" Rating For Direction and Acting

(National Release Date Not Set)

Cast: Valerie Hobson, Barry K. Barnes, Alastair Sim, John Warwick, and others. Screenplay by Allan MacKinnon and Basil Dearden. Directed by David MacDonald.

Plot: Barnes, a reporter, is fired because he insists that Brown who has turned King's evidence will be murdered. That night he celebrates with his wife and, slightly tipsy, phones Sim, the much harassed city editor to gag him that Brown has been murdered. Taking him seriously Sim publishes the "story". Brown is shot, but an hour after the paper has gone to bed and Barnes is arrested. His alibi is accepted. A series of attacks is made on Barnes' life and it is evident that the crooks think he knows too much. However, he succeeds in rounding them up and getting his job back.

SUMMARY: This is a surprise packet. Produced on a modest budget, it only wanted bigger names to be an "A" picture. Perhaps the story is slightly incredible, but then Hollywood has made many newspaper films which have been fantastic. David MacDonald has made a fine job of the direction, keeping things moving at a fast tempo and adding a polish and slickness not often found in British films. It is a programmer which can be shown in any theatre. The acting is excellent and there is little to complain about the accents. Barry Barnes is an admirable hero and Valerie Hobson, a pleasing heroine. It is, however, Alastair Sim as MacGregor, the fussy, cantankerous city editor, who steals the film. His is a grand cameo which will please any audience; it was a nice directorial touch shooting him in the last reel! After his performances in the Jessie Matthews' films, he should be worth billing. Run a teaser campaign on the title. Invite local newspapermen to a special screening. Borrow a tape machine for the lobby. No need to have this working, but have some strips printed with copy about the murder and the picture, as well.

OUTSTANDING: Direction and story.

Catchline: "A newshawk finds himself on the front page". **(FAMILY)**

Trailer Sells Cooling System

Professor Whizz, a unique character created by National Screen Service, will soon be presented to exhibitors in a new and different way to lick the Summer bugaboo.

The application of this idea, according to NSS, takes into consideration the investment thousands of theatres throughout the country put in cooling systems, and enables them to publicize their cooling systems in a new and individual manner.

Streets of New York

(Hollywood Preview)

Mono. Drama 73 mins.

Sure-Fire Audience Appeal in Story Highlighted by Powerful Sentiment

(National Release Date, April 12)

Cast: Jackie Cooper, Martin Spellman, Dick Purcell, David Durand, Marjorie Reynolds, Sidney Miller, Buddy Pepper and others. Screenplay by Robert Andrews. Directed by William Nigh.

Plot: Jackie Cooper earns enough from his newsstand to support himself and also care for a crippled orphan boy. Jackie's ambition is to be a lawyer, and he studies diligently and attends night school to attain that goal. A judge of the Magistrate's Court becomes interested in the boy and encourages him, after learning that Jackie refuses to accept any money or have anything to do with an older brother who is a notorious racketeer. The latter, pursued by police following a fatal shooting, hides in Jackie's basement room, threatening the young brother. There is a scuffle and the racketeer's revolver is fired, wounding the crippled boy. Police arrest the gangster, and Jackie's way is once more clear to follow his studies.

SUMMARY: Well handled situations stressing human interest and heart appeal make this a film that will please general audiences. It tops "Gangster's Boy" as an audience picture, will have people smiling through their tears at the tender sentiment of the Christmas party given by the kindly judge to the newsboy and his young pals. The element of melodrama is nicely developed to give the film a good climax with police in pursuit of Jackie's older brother. Ballyhoo along lines of newsboys distributing special editions or programs. Play up the inspirational angle of a boy who makes good despite temptations of racketeers and life in city streets, but only as an added attraction to human interest.

OUTSTANDING: Sustained interest in characters, acting by Jackie Cooper and Martin Spellman.

Catchline: A boy who was bigger than the obstacles a big city put in his path. **(FAMILY)**

Bulldog Drummond's Secret Police

Para. Mystery 55 mins.

Fans Who Have Previously Enjoyed This Series Will Find This Up To Standard

(National Release Date, April 14)

Cast: John Howard, Heather Angel, H. B. Warner, Reginald Denny, E. E. Clive, Elizabeth Patterson, Leo Carroll, Forrester Harvey and others. Screenplay by Garnett Weston. Based on "Temple Tower" by H. C. "Sapper" McNeile. Directed by James Hogan.

Plot: Howard is about to get married to Heather Angel (again). This time he is to spend the night previous to his wedding at his ancestral castle. That night Harvey, a professor, comes to him with the tale of secret treasure buried beneath the castle. He reveals that his assistant has also been seeking it. Later that night he is killed. The killer is the assistant posing as Drummond's servant, newly hired. The pseudo servant takes Heather into the tunnels beneath the castle but is followed by the others who rescue her and the treasure.

SUMMARY: That is what might be aptly called a "briefie". It's just about feature length. Those theatres which have done well with previous pictures in this series will find this latest one satisfactory filler for the action half of a dual bill. The acting is all right and so is the direction. If one isn't too critical, the story will pass too, but in our opinion nothing can justify the asinine actions of Bulldog Drummond and his whole troupe of secret police including Scotland Yard's Commissioner. If the British clubmen ever see this picture they'll sputter into their whiskey and . . . . A castle cutout would be appropriate for the lobby or front display. An eerie looking torture chamber such as is shown underneath the castle would add to the illusion. Run a contest for those who can name the greatest number of Bulldog Drummond pictures.

Catchline: "He's off again on the trail of a clueless killer". **(ADULT)**

I Am Not Afraid

(Hollywood Preview)

WB Drama 59 mins.

Capable Program Offering Should Hold Its Own In Support Of Any Dual Bill

(National Release Date, Not Set)

Cast: Jane Bryan, Charley Grapewin, Henry O'Neill, Elizabeth Risdon, Jimmy McCallion, Dickie Jones, John Gallaudet and others. Original story "Star Witness" by Lucien Hubbard. Screenplay by Lee Katz. Directed by Crane Wilbur. Associate Producer, Gordon Hollingshead.

Plot: Charley Grapewin, war veteran, and his family, are witnesses to the bombing of an automobile that kills a private detective and his wife, who were to appear before the Grand Jury with evidence concerning a graft scandal. In order to prevent their testifying, John Gallaudet, chief of the political machine strong-arm squad, has Dickie Jones, Grapewin's grandson, kidnapped and threatened with death. Grapewin eludes the police guard hired to protect them, and knowing that Dickie, wherever he is, will recognize his harmonica playing, goes through the district where Dickie is thought to be held. Dickie hearing the familiar strains, crashes a football through the window, which lands at Grapewin's feet. Grapewin recognizes the ball

(Continued on page 22)

For Additional Exploitation Ideas on These Pictures Consult Encyclopedia of Exploitation — See Page 18

THE VERY

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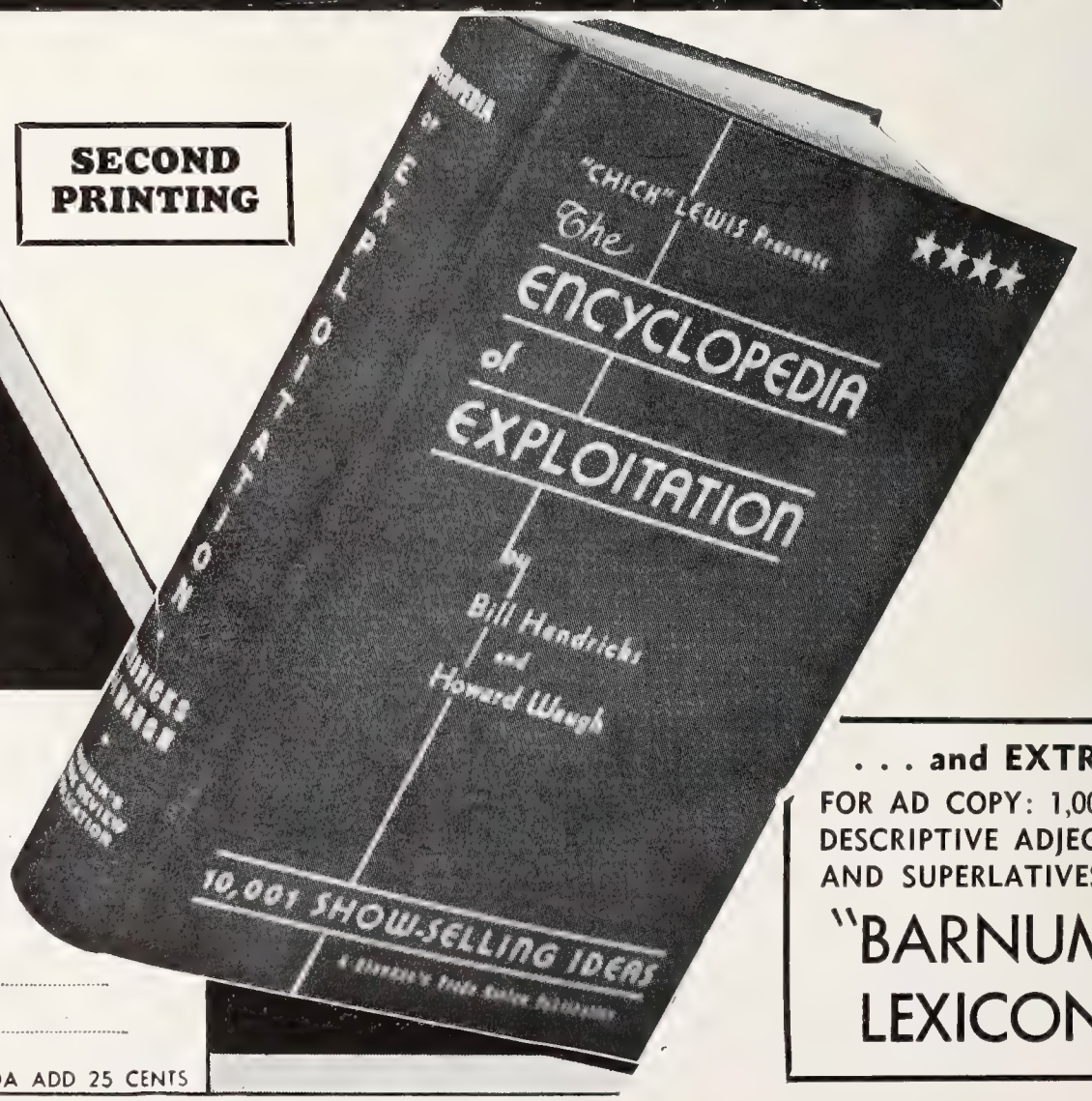
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Showmen's Trade Review,
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Dear Chick:

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"BARNUM'S LEXICON"

Selling the Picture

FOR BETTER SHOW SELLING
Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Broadway Serenade	April 1
Christmas Carol	Dec. 10
Cowboy and the Lady	Dec. 3
Duke of West Point	Dec. 31
Flying Irishman	March 11
Gunga Din	Jan. 28
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Idiot's Delight	Jan. 21
Jesse James	Jan. 21
Kentucky	Dec. 31
King of the Turf	Feb. 25
Little Princess	Mar. 4
Made For Each Other	Feb. 18
Prison Without Bars	This Issue
Pygmalion	March 11
Spirit of Culver	Mar. 18
Stand Up and Fight	Jan. 7
Sweethearts	Dec. 24
Tail Spin	Feb. 4
Thanks for Everything	Dec. 17
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Topper Takes a Trip	Jan. 14
Up the River	Dec. 3
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Zenobia	Mar. 18

Money Dates

MAY

7th

NATIONAL MUSIC WEEK. Sponsored by the National Music Week Committee, 45 West 45th St., New York City. This is the time to play musical pictures and musical shorts, especially those featuring classical or semi-classical numbers. Contact local musicians, musical appreciation groups, music teachers, for cooperation in making your theatre the center of the local National Music Week.

8th

NATIONAL RESTAURANT WEEK. Sponsored by the National Restaurant Association, 666 Lake Shore Drive, Chicago. The restaurant owners of the country are trying to popularize their places during this week. If you help them (and incidentally yourself at the same time) you can obtain considerable cooperation from them in merchandising your attractions throughout the year. Offer specially printed paper napkins, menu holders and other items of interest to them with your imprint.

10th

CONFEDERATE MEMORIAL DAY. Observed in Kentucky, North Carolina and South Carolina. It's a gala day in those states so observe it by charging holiday prices, displaying flags, etc.

11th

MINNESOTA ENTERED THE UNION, 1858. This is also Minnesota Day at the World's Fair in New York. This is the week for Minnesota people to visit the fair. Theatres in the Gopher State should sponsor trips to the fair this week and observe the day by cooperating with schools.

12th

NATIONAL HOSPITAL DAY. Sponsored by the American Hospitals Association, 22 East Ontario Street, Chicago. Give every cooperation to your local hospital in its annual appeal for funds.

PEACE WEEK BEGINS. Sponsored by the Peace Week Committee, Hotel New Yorker, N. Y. With the trend of world events as it is, this week takes on added significance this year. You can hardly fail to obtain lots of goodwill by cooperating with local groups in observing this week.

Big $200,000 Advertising Campaign Will Usher in "Union Pacific" All Over Nation

An approximate $200,000 national newspaper and magazine campaign will be used to usher in "Union Pacific" at theatres throughout the country, it has been announced by Robert M. Gillham, Paramount director of advertising and publicity.

The Union Pacific Railroad will get behind the film with a $50,000 national magazine campaign, which will hit the newsstands during April, May and June with ads ranging from half to full pages. Their ad schedule calls for the following: April—*Collier's, Look, Newsweek, New Yorker, Saturday Evening Post, Time* and *Liberty;* May—*Life, Look, Newsweek, New Yorker, Saturday Evening Post, Time, Liberty, Photoplay, Red Book* and *American;* June—*Collier's, Newsweek, New Yorker, Time* and *American.* All of the above ads will feature Cecil B. DeMille, Barbara Stanwyck and Joel McCrea along with scenes from "Union Pacific."

It is estimated that $50,000 will be spent in national advertising by the following national advertisers, all of whom have arranged tieups with the Paramount production: Hamilton Watch Company, Wonder Bread, Pennzoil, Pan-American Oil Company, Montgomery Ward, California Fruit Growers' Exchange (for Sunkist oranges) and Lipton's Tea. These manufacturers have arranged window display material for merchants in all cities throughout the country. This material will be available to theatre owners at the time "Union Pacific" is set for exhibition in their cities.

The "Union Pacific" Special Train, a traveling exhibit of 70 years of railroad history, will be made up of one 1869 locomotive used in filming the picture; a number of railway cars of the same period, and for contrast, the first of the 1939 new steam turbine-electric locomotives to be put into service by U. P.

The following cities will be visited by the Special Train where Hollywood premieres are planned at each opening: Salt Lake City, Cheyenne, North Platte, Denver, Omaha, Chicago, Detroit, Toledo, Cleveland, Erie, Buffalo, Rochester, Syracuse, Schenectady, Springfield, Worcester, Albany, Boston, New York, Philadelphia, Baltimore, Washington, Harrisburg, Altoona, Pittsburgh, Louisville, Cincinnati, Indianapolis, St. Louis and Kansas City.

The world premiere of "Union Pacific" will take place on April 28 in Omaha, Nebraska, coinciding with the 3-day civic celebration of "Golden Spike Days" in that city.

Gus Sun's 50th Anniversary

The 50th anniversary of Gus Sun, head of the Gus Sun Booking Agency, and famed circus and minstrel proprietor, in the show business will be observed in Springfield, Ohio, with a week of special events and other activities culminating with a banquet on April 29, at which time an elaborate program will be aired. Split-week vaudeville, which Sun instituted and popularized, as well as silent pictures and other atmospheric entertainment will be featured at Springfield theatres.

Heading the entertainment arrangements committee is Phil Chakeres, president of the Chakeres-Warner Corporation.



Checks Awarded To Winners In Contest

Ted Schlanger, head of Warner Bros. Philadelphia Circuit gives out checks to the winners in the Fourth Annual Managers' Parade. Left to right front row are M. Aninsman (first in Flynn's zone); Al Garfield, (winner of the grand prize); Ted Schlanger; Stanley Benford (first in Weshner's zone); L. M. Jones (first in Vanni's zone). Second row left to right are A. J. Vanni, Paul Castello; Harold Seidenberg; Sol Getzow; Abe Werner; A. Binnard; Herb Thatcher; Al Blumberg; Harry Tarrante. Last row left to right are Lou Davidoff, Jack Flynn, Steve Barutio, Al Reh, Earl Finney and Nathan Watkins.



PRISON Without BARS

An Exploitation Natural Which, If Sold Properly, Should Create Sensation

An SRB Showmanalysis

(REG. U. S. PAT. OFF.)

HERE is a picture that a real showman—one worthy of the name—can get his teeth into and show real results with. Believe it or not, you can sell this picture along lines that with another picture would spell ruin. The reason is that its very nature is such that it requires sensational selling.

First of all, it's a prison picture. Now, at first glance, prison pictures may seem to be anathema to you. But remember that this is a different kind of a prison picture. There are girls in it—scores of 'em—and beautiful girls at that. What more do you want? Can anything excite more sympathy in a potential audience than the sight of a bunch of beautiful girls behind prison bars?

You've often heard of pictures which had plenty of men in them but no women. Well, here's the opposite. This one's got women without men. Is there anything more calculated to interest the average male . . . . or for that matter, the average woman, either.

Besides all these angles, you've got a new star here. Corinne Luchaire is going places. Mark these words well. She'll appear in a few more Korda pictures in England and then she'll be over here and once again appearing on your marquee. You'll want to be billing her as the sensational star of "Prison Without Bars" and how in the world can you do it unless you put her over in her first picture?

Remember the Dead End kids? Their name is now a by-word all over the world following their success in the original "Dead End" and subsequent releases. Here are the "Dead End" girls. That's something important to remember. You can use that line in all your ads. Shea's Buffalo Theatre used it and it's been sensational up there. The Shea office reports that that is the best suggestion made for a campaign on "Prison Without Bars".

Let's see what has been done with the picture in one typical opening. In Albany, Charlie Smakwitz and his crew went to work five days in advance and put on a campaign that anyone will do well to emulate. Here are some of the high lights.

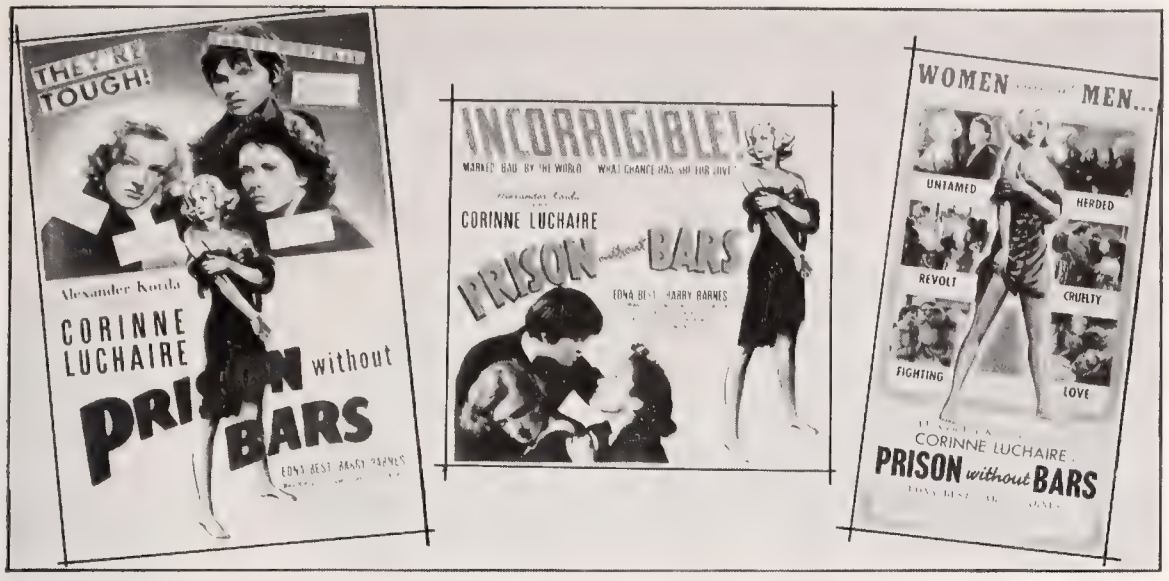
A special trailer was made up sensationalizing the picure. This was spotted in the regular National Screen Service trailer and inserted in the newsreel. Twice a day the manager of the theatre got up on the stage and told the audience about the picture. He pointed out the unusual features of the picture and urged his audience not to miss it. This stunt is rarely pulled in any theatre, else your audience will soon become accustomed to it and your speech will merely bore it instead of exciting interest. But take our word for it, here's a picture which is really worth that effort.

A big display was put up in the lobby. It was cut out of the 24-sheet figure with stills mounted around it. Of course, the title was very large and the copy played up the "Dead End Girls" angle. The display was illuminated and a special record with talk was made to use in conjunction with it.

In the center space between the doors in front of the theatre, the figure at the top of this page was used blown up high and large. Beneath it was copy reading, "Shocking revelations in a reformatory for delinquent girls". At the top, blown up stills surmounted the doors further sensationalizing the picture. There were ten blown up stills in this display. Copy tried to play it up as an all girl production so all

Here are your ads on "Prisons Without Bars." The large layout in the center, and those to the right of it, with the exception of the ad element of Corinne Luchaire in the upper right-hand corner, constitute the sensational 8-day newspaper advertising campaign which broke records for the Strand Theatre, Hartford, Conn., managed by John Hesse. The other layouts represent those in the press book, from which Mr. Hesse got the inspiration for his adaptations. You can't go wrong with ads like these.





Colorful Posters Make Sensational Selling a Cinch

When you place posters like these around town, you're gearing your campaign to take in every man, woman and child. From left to right there's the colorful, sensational L-sheet, and take our word for it, this poster is a humdinger; the 6-sheet, which is easily adaptable to cutout purposes; and the 3-sheet, which'll stop 'em in their tracks. We suggest you get a big supply of these sales accessories and stick 'em on every available billboard within the city limits and along the highways leading into town. It's the logical way to make sure that not one person misses your message.

of the stills showing Barry Barnes were omitted for this purpose. The marquee shed a constant light on this sensational display. The title was used on the building with a cut-out figure of Corinne Luchaire, similar to that used on the 24-sheet.

The newspapers were given plenty of art and stories for their Saturday and Sunday editions and they all came through handsomely in response to the pleas of Smakwitz and his boys. A teaser ad campaign was used in advance, teasing the title.

A special screening was held for New York State Representatives, including the head of the U. S. Department of Justice in New York State; Deputy New York State Commissioner of Correction, Deputy New York State Commissioner of Welfare and various other officials from the Department of Correction and the Department of Welfare. The heads of the local police department attended and so did judges and local civic officials, newspaper editors, reporters and photographers. Pictures were taken at the screening and used in advance of the opening. The newspapers cooperated handsomely in this stunt giving plenty of space to it, partly because of the big names involved.

Start with Teaser Campaign

The advertising in the newspapers started with a teaser campaign, broke to three columns on the day before the opening with copy reading, "Women Without Men", "Love In Prison", etc. sensationalizing the whole thing with pictures, etc.

Spot announcements were used over two radio stations daily for a week in advance of the opening. These announcements taking approximately two minutes contained just the title and a phrase or two together with the playdates. Seven of them were used daily over each station.

A Department of Correction official was scheduled to make a 15 minute talk on correction and institutions in New York State. Since he had seen the picture, it was easy to tie up this talk with the picture in a clever way.

Heralds were used in a big way, and we mean BIG. There were 25,000 printed up and distributed from house to house and inserted in newspapers. Two hundred window cards were placed in advantageous spots in the downtown section selling the title and the line "Women Without Men".

Ten leading windows in town were obtained for displays of Corinne Luchaire with various stills of the picture. They were obtained through utilizing the national tieups described in the press book.

A leading store was given 5,000 bags which were imprinted and distributed to every customer.

A girl was detailed to telephone various people in the city telling them about the opening of the picture. Approximately 300 calls a day were made and over 20,000 people were directly or indirectly contacted.

Heads of organizations were contacted and asked to make mention of the opening of the picture at their meetings. This cooperation was obtained by telling them that New York State's institutions were being used as a model by French institutions and that they could see the comparison by seeing the picture.



Merchants Will Jump At These Tieups

Many showmen, even though they use the sensational angle, will want to get the local merchants to tie up with them. Well, as you can see from the display above, there are some good tie-up stills available on Corinne Luchaire. Use them not only for window displays, but also utilize them for illustrations in cooperative newspaper ads. And if you show those of Miss Luchaire in cruise clothes, house coat, evening gown and sport suit to the editor of the women's page, it's our bet she'll grab 'em in a hurry.

Well, that's what we'd call a campaign. You do all of that, Mr. Showman, and you'll do the kind of business Warner Bros. Ritz Theatre did in Albany. It's just ordinary logic that prompts us to say that. But let's see what else there is.

Here are some of the ideas available to you which Charlie Smakwitz didn't use (or at least didn't tell us about in detail).

Life gave the picture three pages of stills a few weeks ago. Get a copy of it, cut out those pages and mount them on a board in your lobby together with plenty of selling copy. If you can get a vacant store window in a prominent location, use another one there.

Your Philco dealer usually has a prominent store window. Want to get in? It's easy. There are a couple of beautiful stills of Corinne Luchaire posing with a Philco Radio. What more could a store ask for? A break like that ought to get you cooperative newspaper ads, too.

Telescope In Lobby

Set up a telescope in the lobby (of course it doesn't have to be real). Copy around it reads, "Just discovered—see the brilliant new star" and they see a picture of Corinne Luchaire.

Postal Telegraph windows are available to you. The manager of each Postal Telegraph office has been notified to be on the lookout for the tieup. It's one of Postal's photo news bulletins containing a large picture of the star plus a telegram sending greetings and a strongly worded sales message to the fans.

There's another interesting angle on the picture. The story involves a social worker (Edna Best) who is trying to combine a career with her love for the prison physician. Now, here's a subject for the social workers in your town. There are plenty of them these days, working on relief and other social problems. They should be greatly interested in this picture. Write them each a personal letter, emphasizing this angle. You might even sensationalize your campaign still further by having bars built on the outside of the theatre (not interfering with exits, of course) and shadow boxes with some of the scenes of the prison which can be seen through peepholes or between bars cut in the outside of the shadow box.

You have the makings of a big box office attraction in this picture if you sell it right. We emphatically recommend the sensational angle as the best one to put over the theme. Remember those lines, "The Dead End Girls" and "Women Without Men". There are some pictures that definitely call for this type of selling. "Prison Without Bars" is definitely one of them. So get started on your campaign as soon as you can. Charlie Smakwitz in Albany, John Husse in New Haven and the Shea men in Buffalo got good results from their sensational campaign. And so can you.

The Box Office Slant

I Am Not Afraid

(Continued from page 17)

and leads the police to the rescue of the boy.

SUMMARY: Here's a capable program offering that should hold its own on any dual bill. Although the story is a bit dated, having been done before, this new remake is modernized by a plot that recalls the recent bombing of a graft investigator in Los Angeles, which received nationwide newspaper headlines. Charley Grapewin, in a made-to-order role, heads a very competent cast of fine performers. Crane Wilbur, making his feature directorial debut, proves his ability to handle feature productions of greater scope. Old newspaper headlines, connected with graft and corruption should be used for lobby dress-up. Law enforcement and civic organizations will cooperate if contacted previous to the showing of the picture. An old gentleman in a veteran's uniform, playing a harmonica, can be used for street ballyhoo.

OUTSTANDING: Crane Wilbur's direction.

Catchline: "A one-man crusade against crime, in the Teddy Roosevelt manner".

(FAMILY)

The Night Riders

Republic Western 58 mins.

Mesquiteers Score Again With Western Abounding In Suspense And Excitement

(National Release Date, April 12)

Cast: John Wayne, Ray Corrigan, Max Terhune, Doreen McKay, Ruth Rogers, George Douglas, Tom Tyler, Kermit Maynard, Sammy McKim, Walter Wills, others. Original screenplay by Betty Burbridge and Stanley Roberts based on characters created by William Colt MacDonald. Directed by George Sherman. Associate Producer, William Berke.

Plot: Douglas, a crooked gambler, is thrown from the Sacramento River boat after being caught cheating at cards. The Mesquiteers are on the boat. Later, Douglas finds refuge with Wills, former engraver of the U. S. mint. Wills has prepared a spurious land grant, supposedly issued by King Phillip of Spain, to Don Luis de Serrano in 1744. It gives de Serrano sole ownership to 13 million acres of fictitious western land. Douglas is induced to assume the role of de Serrano, present the grant to the Government, and claim the land. He does this, and once in control, oppresses the people. The Mesquiteers are driven from their ranch, but become masked night riders to help the cause of the ranchers. They "work themselves in" with Douglas, discover he is an imposter, and after a series of anti-climaxes compel him, along with Wills, to sign a confession.

SUMMARY: The Mesquiteers have scored again. This trio seems to get the cream of western stories, and their latest has been suspensefully and excitingly whipped up. Even Aunt Agatha, who has a positive aversion for outdoor thrillers, will find herself all wrapped up in the situations in this film as securely as little Willie. Wayne, Corrigan (the right-way one) and Terhune are as brave, reckless and carefree during their most dangerous moments as any heroes of fiction, and they make their performances believable. George Douglas is a suave villain, and Doreen McKay and Ruth Rogers furnish ample femininity to the proceedings. Of course, there may be a flaw or two, but whoever dares make issue of the fact that time marches backward according to the dates on the newspapers in an old boner-picker. If your program requires thrills, action and excitement in a picture with a plot away from the usual western formula, then this should fit the requirements perfectly. From the stills, you should be able to get the details for creating masked costumes like those worn by the Mesquiteers, and have three men wearing them ride through the business district. Place the word, "Los Capaqueros" in your advance ad, and offer free tickets to the first ten people who call you and give its meaning.

OUTSTANDING: The plot and production treatment.

Catchline: "They rode through the night to protect the ranchers from tyranny."

(FAMILY)

Sends Out Live Turtles

Pearce Parkhurst, manager of the State Theatre, Torrington, Conn., got some small live turtles, painted the name of his attraction and the title on them and sent them out to a selected mailing list. It was a sure way of attracting attention. Of course, because of the expense, he limited his mailing list to a few select people, but the gag was a good one.

Frank Weatherford and Ray Bell Win In MGM's "Marie Antoinette" Contest

The six winners in MGM's "Marie Antoinette" contest, including two theatre managers and four patrons, whose prizes will be all-expense round trips to France, were announced this week by Howard Dietz, Director of advertising and publicity for MGM. Over ten thousand entries were submitted from throughout the United States and Canada.

The theatre men, selected for their campaigns on the film, are Frank Weatherford, of the Worth Theatre of the Interstate Circuit, Ft. Worth, Texas, and Ray Bell, of Loew's Theatre, Washington, D. C. The winning moviegoers, who submitted the best 300-word essay on the subject, "Why I should Like to Visit the Country of Marie Antoinette", are Miss Mary M. Canak, Mount Mary College, Milwaukee, Wisc.; Miss Helen Virginia King, Denver, Colo.; Miss Effie Burkhalter, Amarillo, Tex., and Mrs. Helen Szold, Chicago, Ill.

The six winners will sail from New York on the Normandie, on May 3.

Final decision was reached after a series of meetings at the Hotel Astor by a board of five judges, including Count Henri d'Ornano, director of the French Government Tourist Bureau of the Republique Francaise; Edward F. Knight, director of publicity for the French Line; William Lewin, Department of Secondary Education of the National Education Ass'n.; David Blum, of MGM's International Department, and William R. Ferguson, manager of exploitation for MGM.



Planning "Streets of New York" Campaign

Gathered at New York Tavern following screening of Monogram's "Streets of New York" starring Jackie Cooper are left to right standing: Charles Panzer, Leon Fromkess, George Burroughs, Edward Van Pelt, William Moses, Ben Welansky, Mark Goldman, Edward Golden, Norton Ritchey, John Harrington. Seated left to right Joe Felder, Benjamin Schwartz, Lou Lifton, Harry Bachman, Sidney Kulick, Sam Rosen, Steve Broidy, Lloyd Lind, Jerome Brandt, George West, Harry Berkson.

Cunard Ship Liner is Chicago Ballyhoo for RKO's "Love Affair"

Due to part of the action of "Love Affair" taking place on a Cunard liner, the Chicago office of the Cunard White Star Lines loaned a 7-foot model of the Queen Mary for a ballyhoo for the lobby of the Palace Theatre in that city. With it there was used a silver silk cloth background which, under a spotlight, gave a wave effect. This attracted thousands of patrons.

The Cunard Line also devoted a window at 346 Michigan Boulevard to the show. It is estimated that 150,000 people pass and look into this window daily.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

BLIND ALLEY

Col. **Drama** **Not Set**

Selling Names: Chester Morris, Ralph Bellamy, Ann Dvorak.
Director: Charles Vidor.
Assoc. Producer: Fred Kohlmar.
Story Idea: Ralph Bellamy, professor of psychology, finds his home invaded by Chester Morris, an escaped killer. Morris has been ruthlessly killing everyone who gets in his way. Bellamy encourages Morris to brag about himself in order to find the reason for his blood lust, and in so doing, completely unnerves Morris, so that the police find it easy to capture him.
Catchline: "A ruthless killer . . . he turned yellow when captured."

GERONIMO

Para. **Drama** **Not Set**

Selling Names: Preston Foster, Ellen Drew, Andy Devine, Gene Lockhart, Chief Thundercloud.
Director: Paul Sloane.
Story Idea: The story of the last great Indian campaign, when the famous war lord, Geronimo (Chief Thundercloud), defied the Army and terrorized the pioneers of Arizona and New Mexico. The gigantic struggle which resulted in massacre and destruction, with entire settlements being wiped out.
Catchline: "The last of the Indian War Lords."

RACKETEERS OF THE RANGE

RKO **Western** **Not Set**

Selling Names: George O'Brien, Marjorie Reynolds, Chill Wills.
Director: D. Ross Lederman.
Producer: Bert Gilroy.
Story Idea: George O'Brien, a cattleman, wages a fight against a big packing corporation, who are forcing Marjorie Reynolds to sell her ranch. Such a move by Marjorie, would be disastrous to all the cattlemen in the vicinity, as they would be forced to accept any price the corporation offered for the sale of their cattle. O'Brien and Marjorie straighten everything out.
Catchline: "He waged a single-handed battle against the rustlers."

ONLY ANGELS HAVE WINGS

Col. **Drama** **April 30**

Selling Names: Cary Grant, Jean Arthur, Richard Barthelmess, Rita Hayworth.
Director and Producer: Howard Hawks.
Story Idea: Jean Arthur, enroute to Panama, decides to visit the small town at which they stop. She immediately attracts the attention of a group of American aviators working for Cary Grant, manager of a small commercial airport. Attracted to each other, Jean stays on and becomes interested in aviation. Jean is instrumental in changing Grant's philosophy, "that no aviator should marry."
Catchline: "He changed his philosophy when the right girl came along."

WHAT A LIFE

Para. **Comedy** **Not Set**

Selling Names: Jackie Cooper, Betty Field, John Howard.
Director: Theodore Reed.
Story Idea: Jackie Cooper, a High School student, is always in trouble. Betty Field, another student, looks at Jackie with adoring eyes and is the only one who helps him when he gets into a serious jam. She finds the student responsible for the offense for which Jackie is being punished and makes arrangements for Jackie to study the work he loves, so that he will keep out of trouble.
Catchline: "Trouble was his shadow . . . until young love took a hand."

WOLF CALL

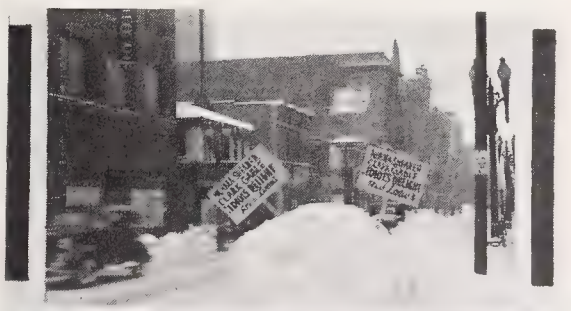
Mono. **Drama** **May 8**

Selling Names: John Carroll, Movita, George Cleveland.
Director: George Waggner.
Producer: Paul Malvern.
Story Idea: John Carroll is sent by his father to his Canadian Radium Mine, to find out whether or not the mine is worth keeping, as it has been losing money steadily. Carroll meets Movita, whose father, George Cleveland has found a new process for melting radium and so reducing the cost of shipping. This makes the mine a success and when Cleveland decides to keep it, Carroll and Movita decide to get married.
Catchline: "He proved his worth when put to the test."

GIRL FROM MEXICO

RKO **Drama** **Not Set**

Selling Names: Lupe Velez, Donald Woods, Leon Errol, Donald MacBride.
Director: Leslie Goodwins.
Producer: Robert Sisk.
Story Idea: Donald Woods had gone to Mexico to find a singer for a sponsored radio program. Forced to spend the night in a small town he hears Lupe Velez sing at an impromptu party and brings her back with him. She fails at her audition and it is only after she gets a job singing at a local night club, that the sponsors sign her up.
Catchline: "The firebrand whom love subdued."





Snow and Books—Success!

Nobody likes a blizzard—nobody but Lester Pollock, manager of Loew's Rochester, Rochester, N. Y., who took advantage of the occasion to place 50 "snowbirds" (top) in the drifts around town. He also landed a window in a local book store (bottom) utilizing a 40x60 blowup, stills, etc. The attraction was Metro-Goldwyn Mayer's "Idiot's Delight."

BLUE MONTANA SKIES

Rep. **Western** **April 28**

Selling Names: Gene Autry, Smiley Burnette, June Storey.
Director: Breezy Eason.
Assoc. Producer: Harry Grey.
Story Idea: Gene Autry, making his regular trip into the Canadian Northwest to sell cattle, runs into a smuggling situation and finds one of his friends murdered. He traces the smugglers to June Storey's ranch and finds that June's ranch-partner, Harry Woods, is at the head of a smuggling gang without June's knowledge and that Woods is responsible for the murder.
Catchline: "A dead man's message helped him find the smugglers."

SECOND FIDDLE

20th-Fox **Drama** **Not Set**

Selling Names: Sonja Henie, Tyrone Power, Rudy Vallee, Edna May Oliver.
Director: Sidney Lanfield.
Assoc. Producer: Gene Markey.
Story Idea: Tyrone Power, a press agent for a motion picture company has been sent to find the right heroine for a best seller they want to film. He picks Sonja Henie's picture out of a studio collection and sets forth to bring her to Hollywood. Sonja proves a success but gives up her career to go back to her teaching job and Power gets a job on a local newspaper in the town and they get married.
Catchline: "She gave up a glamorous career for love."

YOUNG MR. LINCOLN

20th Cent.-Fox **Drama** **Not Set**

Selling Names: Henry Fonda, Marjorie Weaver, Arleen Whelan.
Director: John Ford.
Assoc. Producer: Kenneth Macgowan.
Story Idea: Henry Fonda, as Abraham Lincoln, studies law while tending his store in New Salem, Ill. He is encouraged in this by Marjorie Weaver and when, on his first case, he saves the lives of Richard Cromwell and Eddie Quillan by defending them on a murder charge, Marjorie decides to accept his offer of marriage and predicts that he is on the road to greatness.
Catchline: "Abraham Lincoln . . . his road to greatness."

MILLION DOLLAR LEGS

Para. **Comedy** **Aug. 18**

Selling Names: Betty Grable, John Hartley, Donald O'Connor, Jackie Coogan.
Director: Nick Grinde.
Assoc. Producer: William C. Thomas.
Story Idea: John Hartley's father has been running the College he attends, through his pocketbook. Hartley finally takes things into his own hands and together with Betty Grable and the student body, goes in for all athletics, very much against his father's wishes. They build up a swell rowing crew and by winning the big crew race, prove themselves worthy of being on the athletic map.
Catchline: "Young athletes modernize a 'dated' college."

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

IN THE SHORT SHOPS

Vitaphone

The Technicolor 38-39 short subject and featuret program will be completed late in May with production of "Bill of Rights" and "Rose of Monterey", historical pictures. This will make a total of nine productions produced by Gordon Hollingshead's department during the season now ending.

The first featuret on the schedule for the 39-40 season will be "Monroe Doctrine", which goes before the cameras early in June. Like its predecessors, it will be in Technicolor.

Crane Wilbur, who will direct "Bill of Rights," historical featuret dealing with the origin and development of the basic United States document, also will play a role in the picture. He will portray King John of England, whose Magna Carta was the first of such guarantees of freedom.

With the success of "Zero Girl", a two-reel musical extravaganza on ice, produced last year, Warner Bros. Vitaphone Studios in Brooklyn are currently filming a production with a similar background, but with a new cast of ice-skating specialties, titled "It's On Ice". Heading the cast are Snookie Smith, Babs Savage, and Adele Inge. In addition to these, Sam Sax has rounded out the cast with Peggy Fahy and Richard Toucey, a pair who execute some intricate dance steps on the steel blades, Eight Ice Manikins, and Alfred Trenkler, the skating comic of the recent Ice Show. The musical end of the film is ably held up by the Merry Macs, a quartet of swing singers who are at present one of the best known on the airwaves.

RKO

Television is the subject matter of a Pathe Reelism now in production. The short is tentatively slated for release April 17, two weeks before the first large-scale television broadcast. The short subject is being filmed partly in television research labs and partly in transmitting studios.

Pathe cameramen have completed the sportscope centered around the Chicago Cubs in training. Veterans and neophytes alike will be shown handling the ball and bat, unlimbering the muscles that may push the Cubs on top this season. The reel features a study of the work of individual players and the duties and technique of covering each position. The fine points of pitching, hitting, fielding and sliding are covered. The short will be released this month so that it will be dated in theatres throughout the country at the time of the centenary of baseball.

MGM

One of the world's most famous dancing aggregations will finally be seen by the motion picture public. The Abbott Dancers, famous from coast to coast and currently appearing at the famed Cocoanut Grove in Los Angeles, went before the cameras as the featured entertainers in Louis Lewyn's latest miniature, "Love On Tap." The eight dancers will be seen in the one-reel musical with Truman Bradley, Mary Howard, and Garwood Van and his orchestra. George Sidney directed.

Columbia

Immediately following the completion of Buster Keaton's first short comedy preparations were started for the frozen-faced comic's second opus. Clyde Bruckman is writing the screenplay, and Jules White will both produce and direct. Keaton's first comedy, recently completed, has an extremely large cast. Lorna Gray played the feminine lead, and supporting players included Gino Corrado, Linda Winters, Richard Fiske, James Craig, Forbes Murray, Beatrice Curtis and Beatrice Blinn.

Sam Ash, Steve Clark, Sam Bernard and Frank Hagney, this week were added to the cast for the new 12-chapter serial, "Mandrake, the Magician", now in work under the co-direction of Norman Deming and Sam Nelson. Warren Hull and Doris Weston are the principals, while the supporting players include Eddie Earle, Forbes Murray, Kenneth MacDonald, Eddie Laughton, John Tyrrell and Don Beddoe. The story was written by Lee Falk and Phil Davis.

In recognition of his unusual musical arrangements for the recent Community Sing presenting Strauss waltzes, Paul Mertz has been assigned the arranging chore for two forthcoming Sings. One, to star the King Sisters, will be tuneful medley of songs made famous by Bing Crosby. The other will headline the Sons of the Pioneers in range ballads.

20th-Fox to Release 52 Short Subjects in '39-'40

Adhering to the policy established last year by Sidney R. Kent, president, of making "fewer and better short subjects," 20th Century-Fox will release, in addition to the semi-weekly issue of Movietone News, 52 single reel subjects for the 1939-40 season. This announcement was made by Herman Wobber, general manager of distribution, at the company's annual sales convention held last week in Chicago.

Amplifying Mr. Wobber's statement, Truman Talley, producer of Movietone News and short subjects, and his staff, Lew Lehr, Lowell Thomas, Ed Thorgersen and Vyvyan Doner discussed plans for the year's shorts subjects in more detail.

"The trend in short subject production is definitely away from quantity, as our policy of making fewer and better shorts demonstrated this year," Talley said, "and it is reasonable that we should continue along the same line for the 1939-40 season. Due provision has been made for expansion or contraction for reasons either of unusual interest in subject matter or company policy. We are going to stand on the success of the past season's record and make approximately the same number and type of single reel subjects for the new schedule."

On the 1939-40 short subject schedule there will be six in the series of "The Magic Carpet of Movietone;" four Fashion Forecasts, filmed in Technicolor under the direction of Vyvyan Donner, with Ilka Chase as narrator; six "Sports Reviews" by Ed Thorgersen; four "Adventures of a Newsreel Cameraman" and six "Dribble-puss Parade Comedies," documentary comedies, with Lew Lehr.

Paul Terry, producer of Terrytoons, will deliver 26 cartoons, ten in Technicolor. The cartoon characters, Captain McDoodle, the two-headed giant, and Gandy Goose will be continued during the coming year.

. . NEWSREEL SYNOPSES . .

(Released Saturday, April 8)

PARAMOUNT (No. 71)—First pictures of fall of Madrid; Controversy over bridge or tunnel in New York; Fire at Sandusky, O.; Acrobatic lions; Navy reconditions destroyers; Wasp plane carrier launched at Quincy, Mass.; Two planes crash near East Weymouth, Mass.; National and Olympic ski meet at Mt. Hood, Ore.; Kathryn Rawls trains in Silver Springs, Fla.

MOVIETONE (Vol. 21, No. 60)—Senate neutrality act hearing; Navy reconditions destroyers; Launch new air carrier, Wasp, at Quincy, Mass.; Fashions in gowns and street clothes; Tennis doubles in Calif.; Kids auto races in Calif.; Man O' War celebrates 22nd birthday; Lew Lehr's mule rodeo; Lew Lehr tests new safety glass.

PATHE (Vol. 10, No. 75)—Plane fleet holds Army Day prevues; Finger painting in N. Y.; Buddhists honor founder of faith in Calif.; Frontier day celebration at Dodge City, Kan.; Coed No. 1 on U.C.L.A. polo team; Top dogs in Springfield trials; Junior midgets burn up tracks on Coast.

UNIVERSAL (Vol. 11, No. 760)—Frontier Day celebration at Dodge City, Kan.; Navy flyers crash in Mass.; Navy reconditions destroyers; Senate neutrality hearing; Desert queen chosen at Palm Springs; Typical American boy chosen; Most beautiful child chosen; New safety glass tested; Hats and hairnet fashions; Underwater kids; Auerbach sets motorboat record; National Olympic ski meet at Mr. Hood, Ore.; St. Louis Browns in training. (St. Louis only.)

NEWS OF THE DAY (Vol. 10, No. 258)—Navy reconditions destroyers; Giant air carrier, Wasp, launched at Quincy, Mass.; Two planes crash near East Weymouth, Mass.; Coast Guard on mercy flight; Roosevelt on vacation; New safety glass tested; Chicago reelects Mayor Kelly; Girls ride mules in Tennessee; Savate wins popularity in Paris; Midget auto racing in Calif.

(Released Wednesday, April 5)

PARAMOUNT (No. 70)—Daffodil Festival at Sumner, Wash.; Cherry Blossom fete in Washington, D. C.; Gable and Lombard marry; Rainmaker at Frostproof, Fla.; Hitler's nephew arrives in U. S.; 16 cars crash at Edwards, Miss.; Events in Poland on Anglo-French unity; England and France strengthen ties; Workman wins Grand National sweepstakes; Amateur boxing bout in Chicago; Rough Time wins inaugural handicap at Bowie, Md.

NEWS OF THE DAY (Vol. 10, No. 257)—LeBrun hailed in London; Italy's king urges peace; Roosevelt hailed at Tuskegee; Police captain demonstrates prowess in gunplay; Gable and Lombard marry; Easter bonnets created from kitchen utensils; Workman wins Grand National sweepstakes.

PATHE (Vol. 10, No. 74)—LeBrun hailed in London; Gable and Lombard marry; Hungarians reach Polish border; Italian king opens new council; Workman wins Grand National sweepstakes.

MOVIETONE (Vol. 21, No. 59)—LeBrun hailed in London; Italian king opens new council; First of six ultra-modern submarines launched in California; Daffodil Festival at Sumner, Wash.; International Kennel Club holds dog show in Chicago; California Clipper makes first commercial flight across Pacific; Workman wins Grand National sweepstakes; Ralph Guldahl makes 280 to break golf tournament record; Surfboard riding off Australian coast; Lew Lehr raids mom's pantry for Easter headgear.

UNIVERSAL (Vol. 11, No. 759)—Hacha gives in to Nazi threats; Bridge washout at Edwards, Miss.; Fire sweeps city block in Sandusky, O.; Roosevelt dedicates hospital; Police captain demonstrates prowess in gunplay; Cherry Tree and Daffodil Festivals; Cardinal Mundelein returns from Rome; King opens Italian Congress; International Kennel Club holds dog show in Chicago; Amateur boxing bouts in Chicago; Workman wins Grand National sweepstakes.

Short Subject Reviews

REPUBLIC OF PANAMA

Prod. No. K8-5 *Interesting*

Para. Color Cruise No. 5 9 mins.

Comment: The title of this is slightly a misnomer as the first half of it is devoted to the Panama Canal and the way it works and the latter, as everyone knows, is not part of the Republic of Panama. But the subject is interesting nevertheless, giving brief views of Cristobal, Colon, the Canal, including the locks and the Gaillard Cut, the ruins of old Panama and some views of the modern city. Produced by Palmer Miller and Curtis F. Nagel.

Exploitation: Tie up with travel agencies. If there is a Grace Line office near you, this would be an especially good tieup since one of its ships, the Santa Lucia, is shown going through the locks.

GOING PLACES NO. 61

Prod. No. 3359 *Interesting*

Univ. Going Places 9 mins.

Comment: Beautiful Rio de Janeiro, with its unrivalled scenery, sunny beaches, gay metropolitan life and handsome modern buildings is the port of call in this latest "Going Places." A vista of the city from atop Sugar Loaf Mountain, together with scenes of the Aveneeda Rio Bronco, Rio's Broadway and Fifth Avenue, are highlights. Your audiences will get that vacation urge when they see this. Produced by Joseph O'Brien and Thomas Mead.

Exploitation: Since the recent Pan American Conference brought South America to the fore in front page news, this subject comes at an opportune time. Give it a good plug in your regular ads. Try for a feature story on the travel page of your local newspaper.

LITTLE TOUGH MICE

Prod. No. 3251 *Good*

Univ. Lantz Cartune No. 11 7 mins.

Comment: The big tough mouse and his pals grab the groceries of Baby Mouse as he passes their hangout. But our little hero gets revenge when he places a fire under the trio, who had eaten his popcorn. They pop all over the place, much to his delight, and probably to the delight of most children. Alex Lovy directed.

Exploitation: Regular mention in your ads and in the lobby.

NOW IT CAN BE SOLD

Prod. No. 9434 *Funny*

Col. All Star No. 14 17 mins.

Comment: Andy Clyde, one of the screen's oldest comedians, can still draw a good laugh from an audience, judging from this comedy. He keeps a "swap shop" in this one and has added to his troubles an ornery boy. The boy gets into all kinds of trouble but the climax in which he hides a robber's swag in a drawer of a secretary that is being hoisted up the side of a building is a real howl. More comedies of this kind wouldn't be amiss on many programs; but more's the pity, there are fewer and fewer being made these days.

Exploitation: A good gag on this one would be to set up a swap shop in your lobby. If handled right, this can be a great stunt. Put Andy Clyde on your marquee. He is well worth plugging.

PREST-O CHANGE-O

Prod. No. 4514 (Tech.) *Good*

Vita. Merrie Melodies No. 14 7 mins.

Comment: Although this cartoon can be labeled as good, it nevertheless fails to come up to the excellent ratings established by predecessors in this series. Our two heroes take refuge in a house of magic on a stormy night, and the comedy depends on their predicaments at the hands of a vanishing rabbit. There are none too many laughs, and the usual clever gags present in these cartoons are absent here. Leon Schlesinger produced.

Exploitation: You might invite amateur magicians to appear on your stage and demonstrate how well they can make the demand, "Prest-O Change-O" work for them. Tie up with dealers of magicians' supplies.

RIVER THAMES

Prod. No. Not Set (Tech.) *Beautiful*

UA. World Window No. 8 10 mins.

Comment: Starting at the source of Britain's major river, this beautiful film traces its course by peaceful meadow and historic building to the busy London docks and the sea. In the upper reaches carefree bathers play; lower down we see seemingly lazy barges, fussy tugs and ocean going liners, bound for all corners of the earth. The color is as near perfection as any yet seen on the screen. Excellent as the short is, those who know the Thames Valley may be disappointed that many lovely reaches and beautiful sights like Windsor Castle have been omitted. A less pedantic commentary would improve matters. E. S. & E. W. Keller produced.

Exploitation: Give this special mention in ads and lobby display, taking care to stress the naturalness of the color. Also let all English societies know about the showing.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning April 8)

ASTOR—Penny's Picnic (MGM) rev. 1-7-39; Nostradamus (MGM) rev. 10-15-38; Popular Science No. 2 (Para.) rev. 11-19-38.

CAPITOL—Imperial Delhi (MGM) rev. 3-25-39; Marine Circus (MGM).

CRITERION—Clock Wise (RKO) rev. this issue; Swing Vacation (RKO); Lone Ranger Rides Again No. 8 (Rep.) rev. 2-18-39.

PARAMOUNT—Pictorial No. 9 (Para.) Good Skates (Para.); Popular Science No. 3 (Para.).

RADIO CITY MUSIC HALL—The Ugly Duckling (RKO) rev. 10-22-38.

RIALTO—The River (Para.) rev. 1-8-38.

RIVOLI—Merbabies (RKO) rev. 3-25-39; Gems of the Orient (Modern Films) rev. 3-25-39.

ROXY—G-Men Jitters (20th-Fox); Fashion Forecast for Spring and Summer (20th-Fox).

CHICAGO LOOP

(Week Ending April 8)

APOLLO — Unusual Occupations No. 4 (Para.) rev. 1-21-39; Dave Apollon and Orchestra (Vita.) rev. 12-17-38.

GARRICK—Hunting Dogs (20th-Fox) rev. 4-1-39; Happy Tots (Col.).

ROOSEVELT—Champagne Music of Lawrence Welk (Para.) rev. 3-4-39; Mystic Siam (20th-Fox); So Does An Automobile (Para.) rev. 4-1-39.

UNITED ARTISTS—Three Kings and a Queen (Para.) rev. 4-1-39; Bars and Stripes Forever (Vita.)

SPORTING WINGS

Prod. No. 94,308 *Very Good*

RKO-Pathe Sportscope No. 8 9 mins.

Comment: This subject, instead of treating aviation commercially, treats it as a pastime for the man of average income. Air enthusiasts, so we learn, have formed sport aviation clubs in various parts of the country. Gar Wood, in the closing sequence, is shown flying his amphibian, an example of the aviator pursuing his hobby on a grander scale. It's extremely interesting all the way, and the comments by Andre Baruch are enlightening. Frederic Ullman, Jr. produced, while Frank R. Donovan supervised.

Exploitation: Get members of the local aviation club to attend a screening. Perhaps, if facilities permit, you can screen it for them at their club house. A model plane contest would also be advisable.

CLOCK WISE

Prod. No. 93,404 *Funny*

RKO-Radio 16 mins.

Edgar Kennedy Comedy No. 4

Comment: Edgar can't stand the "boom boom" of the grandfather clock his father-in-law has built. He succeeds in getting rid of it, only to learn his wife had some money in the clock. He gets it back again, only to learn that the money was in the kitchen clock. Then he starts after the old man. He ends up by getting the worst of the deal. There are several hilarious moments in this comedy, which was directed by Charles E. Roberts and produced by Bert Gilroy.

Exploitation: Tie up for window displays with clock makers. You might conduct a search for several different kinds of old clocks to be displayed in the lobby.

RANCH HOUSE ROMEO

Prod. No. 93,503 *Diverting*

RKO-Radio Ray Whitley No. 3 17 mins.

Comment: Ray Whitley and the 6 Bar Cowboys see their boss being swindled when he trades his ranch for a worthless mine. But when a hotsy-totsy chorus girl offers to help the boys get the ranch back, they accept her services. Interspersed with some lively western tunes, this subject is diverting entertainment.

Exploitation: Tie up with music shops for window displays. If you have a cowboy band in your town, get them to play in prominent public places to boost the subject.

HELLO, MAMA

Prod. No. 94,206 *Fair*

RKO-Radio Nu-Atlas No. 6 9 mins.

Comment: As George Jessel talks to his mother over the telephone about the big show he's going to put on, the scene dissolves into the particular number he is describing. Notable among the entertainers are the Four Eton Boys, Frieda Sullivan, and Emerson's Mountaineers. It's a fair subject. Those who like Jessel will get a kick out of his monologue.

Exploitation: Since Jessel broadcasts every Wednesday night for Reid's Ice Cream, contact your local radio station for spot announcements before and after the broadcast. If there are Reid branches in your town, arrange cooperative tie-ups with them.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

Jean Parker, who recently played a leading role in Hal Roach's "Zenobia", will have the top feminine role in Monogram's "Her Father's Daughter", from the novel by Gene Stratton-Porter.

June Storey has been signed to a term contract by Republic and will appear as the feminine lead in all the Gene Autry musical westerns. Miss Storey was Autry's leading lady in "Home on the Prairie" and is currently finishing "Blue Montana Skies".

Claude Rains, Beulah Bondi and Ruth Donnelly join the cast of Frank Capra's "Mr. Smith Goes to Washington" this week. Columbia is virtually re-creating the national capital on six sound stages with an exact full-scale replica of the United States Senate. Actual filming started this week.

Warner Bros. have officially stated that Jane Wyman will hereafter be the "Torchy Blane" in the series of that title. Miss Wyman will make at least four "Torchys", the first slated for immediate production. Gloria Dickson replaces her in "Light Horse Harry", the Bert Wheeler film.

Mervyn LeRoy is instituting a search for the most beautiful girl in America to typify the ideal Ziegfeld girl in MGM's forthcoming "The Ziegfeld Girl", from an original story by William Anthony McGuire. Applicants are requested to send photographs to LeRoy at the MGM studio.

"Ordeal", sensational new novel by Nevil Shute, has been assigned to Sam Engel, associate producer, who will work under David O. Selznick's supervision at Selznick International. Winston Miller will prepare the adaptation for the screen.

For the first time since she flashed to stardom, Sonja Henie will perform with a skating partner before the camera. 20th Century-Fox officials announced that Stewart Reburn has been signed as her skating partner for "Second Fiddle", in which she is co-starred with Tyrone Power.

Larry Darmour's Columbia production, "Power to Kill", starring Jack Holt and featuring Gertrude Michael, went into production this week under the direction of Lew Collins. This is Miss Michael's first picture since her return from England.

Producer Miguel C. Torres has announced that premieres of "Juarez and Maximilian" would be held in Hollywood, New York and Mexico City in the near future. The picture will introduce, for the first time to American audiences, Medea Novara, who stars in the production.

"Miracle of Main Street", first directorial assignment for Steve Sekely, will get the starting gun at Grand National this week, with Margo heading the cast. The story is by Samuel Ornitz and Boris Ingster.

Rowland V. Lee moved "The Sun Never Sets" company at Universal to jungle location at Tarzana for two weeks' shooting. Douglas Fairbanks, Jr., Basil Rathbone, Virginia Field and Barbara O'Neil head the cast.

William Boyd and Grace Bradley left for Lone Pine where they will occupy their ranch house during the production of Harry Sherman's next "Hopalong", "Lawful Outlaws", which gets the gun almost in the actor's front yard. Boyd stars and Russell Hayden, Britt Wood and Willard Robertson will appear in prominent roles.

Lew Rachmil, who created the sets for "Fisherman's Wharf", has been re-signed by Principal Productions as art director on Bob Breen's next starring vehicle, "Way Down South". Rachmil will visit Mississippi and Georgia to make sketches of a number of old plantations, before starting work at the studio.

Ben Goetz arrived in Hollywood this week for conferences with Louis B. Mayer and other MGM executives on pictures to be produced in England. Goetz recently completed "Goodbye, Mr. Chips", and will discuss building a laboratory in England.

"The Road to Mandalay", with Bing Crosby, Dorothy Lamour and Bob Hope heading the cast, has been announced as a forthcoming production at Paramount. The "Mandalay" assignment will be Crosby's next, following "The Star Maker", which is scheduled to start next week.

Steffi Duna, colorful Hungarian actress, has been awarded the top role opposite Leo Carrillo in RKO's presentation of "The Dove". The picture will be produced by Cliff Reid and directed by Lew Landers, with adaptation by Joseph Fields.

Edward Small has sent the second unit to film exteriors for "The Man in the Iron Mask", to Beverly Canyon under the direction of Cullen Tate. The principals are working at General Service Studios with director James Whale.

Borzage Checks in at Para.

Frank Borzage checked in at Paramount last week where he is scheduled to direct "Disputed Passage", new Harlan Thompson production starring Dorothy Lamour, Akim Tamiroff and Robert Preston. The Lloyd C. Douglas best-seller adaptation will go before the cameras on April 17.



His Newest Production

Here is the first print of a new Henry Koster production, already titled, "Robert". It was not on the regular Universal release schedule. Papa Koster's latest for the program was "Three Smart Girls Grow Up." He is now eagerly watching one small boy grow up.

"Cat and the Canary" Starring Bob Hope Goes Before Cameras

In the eerie setting of a Louisiana bayou, "The Cat and the Canary", starring Bob Hope and Paulette Goddard, went into production last week at Paramount.

In the cast are Douglass Montgomery, Gale Sondergaard, John Beal, Nydia Westman, Elizabeth Patterson, George Zucco and Willard Robertson. Elliott Nugent, who once played the leading role of the piece on the stage, is directing for Producer Arthur Hornblow Jr. Walter DeLeon, Lynn Starling and Frank Ryan are responsible for the screenplay.

Curtiz Directs "Four Wives"

Michael Curtiz, who directed "Four Daughters", will direct its sequel, "Four Wives", which is on the Spring production schedule at Warner Bros. The cast will be the same as in last year's popular success, with the exception of John Garfield, who died in the original picture.

Problem

Film director William Keighley discusses a production problem on the set of "Each Dawn I Die" at Warner Bros., with James Cagney, Victor Jory and two members of his staff, William A. Buckley and Frank Heath. Buckley, a Midwest prison officer, is technical adviser for the film. Heath is Keighley's assistant.



WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

We've seen previews and previews, but you will have to go a long way to "top" 20th Century-Fox's, "Story of Alexander Graham Bell" at Treasure Island. That old saying "the best to date", goes for the entire affair, doubled and re-doubled in spades . . . and "the best to date" for Don Ameche, Loretta Young and Director Irving Cummings. Thanks, Harry Brand, for everything.

NEWS ITEM: Paramount stars are the first in Hollywood to have music with their meals. Wonder how the boys with the "hand-waving" complex will keep time . . . to say nothing of the musical soup guzzlers. It's one swell chance of getting Crosby with your hash.

Leave it to Hollywood to surpass the magnitude and grandeur of both the Grand Canyon and the Royal Gorge in a single movie. America's two greatest subways, owned by Martha Raye and Joe E. Brown, will be seen in the same picture. Nail down the "props" boys, or else.

The "Dead End Kids" will be starred by Warner Bros. in a college picture with a football team as a vital part of the picture. We know a dozen lads around Hollywood who would pay a lot of "dough" to be on the other team for about ten minutes.

Here's the kind of news we like to hear. Jack Mulhall, oldtime star of the silent screen, has been signed to an acting contract at MGM. Jack's first assignment is in "6,000 Enemies" with Walter Pidgeon and Rita Johnson. Just show them what an "oldtimer" can do, Jack.

Gentlemen, we give you the world's greatest commuters. Charles Einfeld of Warner Bros., Robert Gillham of Paramount and Lynn Farnol of United Artists. Everytime you look around, they are either on their way to New York or just leaving to go some other place. Some fun, hey boys!



Looks Like It's Okay

Basil Rathbone (seated), Virginia Field and John Burton take time off to go over the script of Universal's "The Sun Never Sets."

Monogram Will Issue 250 Prints on New Jackie Cooper Starrer

More than 250 prints will be issued immediately by Monogram on "Streets of New York", starring Jackie Cooper with Martin Spellman, it was announced this week by W. Ray Johnston, president of the company.

Monogram salesmen in the New York and Chicago zones saw the picture and have voted it the best production to be released in a long time. George Weeks presided at the Chicago session and Edward Golden at the New York showing.

Other district sales meetings devoted entirely to sales plans on the picture will be held as soon as additional prints can be shipped.

Small Announces Six Top-Budget Pictures for 1939-40 Program

With the best selling novel, "My Son, My Son", set to lead off the program, Edward Small has announced a list of six top-budget pictures for release by United Artists during the 1939-40 season. Small paid $50,000 for the privilege of making the Spring book into a picture and is scheduled to spend one million dollars on the production.

The five other pictures to be produced by Small were announced as follows: "South of Pago-Pago", "Food for the Gods", "The Life of Rudolph Valentino", "Two Years Before the Mast", "Quantrill, the Raider".

At the present time, Small is filming "The Man in the Iron Mask", and immediately upon completion will close his 1938-39 schedule with "Kit Carson, Avenger".

Ex-G-Man, Turrou, to Tour With "Confessions of a Nazi Spy"

Leon G. Turrou, former G-man who broke the Nazi spy ring in America and came to Hollywood to serve as technical adviser on "Confessions of a Nazi Spy" at Warner Bros., will make a series of personal appearances in conjunction with the showing of the picture.

Turrou is expected in New York, where he will make his first stop at the world premiere of the picture, at the Strand Theatre. The former G-man is very popular as a speaker and already has addressed 40,000 hearers at luncheons, meetings and club affairs, in addition to making radio broadcasts on the subject of Nazi espionage.

Number Fourteen of Jones Family Series Will Start in Two Weeks

Number fourteen of 20th Century-Fox's popular series of Jones Family movies, will find them in the picturesque setting of the Grand Canyon, in two weeks, under the supervision of Associate Producer John Stone. Malcolm St. Clair, who has directed five previous Jones films, will again handle the megaphone on the story which is being whipped into shape by Joseph Hoffman.

Outside of the regular clan, Jed "Dad" Prouty, Spring "Mother" Byington, Florence "Granny" Roberts, George "Roger" Ernest, June "Lucy" Carlson, Ken "Jack" Howell and Billy "Bobby" Mahan, no other castings have been made as yet.

Hawks Winds Up With Thriller

A flaming tri-motored plane, forced into a tailspin, pulled out after making 22 complete spirals. This was the spectacular and concluding scene filmed by Howard Hawks for his Columbia production, "Only Angels Have Wings", which co-stars Cary Grant and Jean Arthur. Richard Barthelmess marks his return to the screen in this production, and other featured roles are played by Thomas Mitchell, Rita Hayworth, John Carroll and Noah Berry, Jr.



Reason for the Smile

Bill Boyd, star of Paramount's "Hopalong Cassidy" series, produced by Harry Sherman, holds a postcard signed by 800 admirers from Winona, Minn. Boyd had this picture sent back to Winona for lobby display.

Ryskind Signed by RKO

Morrie Ryskind, top-flight Hollywood scenarist, has been signed by Pandro S. Berman, vice-president in charge of RKO production, to write the screenplay of "My Fifth Avenue Girl", which Gregory La Cava will produce and direct with Ginger Rogers starring.

Frenke to Produce "Anschluss"

Hitler's seizure of Austria and his dramatic entry into Vienna will be dealt with in "Anschluss", a picture which will be produced by Eugene Frenke very shortly. Frenke is now looking for an actor to play the part of the German leader.

Sutherland Leaves Roach

A. Edward Sutherland has left the Hal Roach studio after serving six months on a one-year contract. "The Housekeeper's Daughter", which he was scheduled to make, will be taken over personally by Roach, and will start the early part of May.



Making Up Her Face

Lucille Ball, who teams with Alan Lane in "Panama Lady", RKO-Radio drama, prepares for the next "take", making up her face to suit the lighting conditions. Abner Biberman, also in the cast, is intrigued by the procedure.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
Everything is Rhythm (Mu)		Harry Roy & Band	2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien		Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan		Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon		Reissued
Monster Walks (My-D)	60	Mischa Auer		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		Reissued
Rain (D)	85	J. Crawford-W. Huston		Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister		Reissued
Sky Devils (C-D)	88	Spencer Tracy		Reissued
Street Scene (D)	79	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67	Bob Burns		Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
Woman Unafraid (D)	66	Gallagher-Gleason		Reissued

COLUMBIA

1937-38

City Streets (D)	68	Fellows-Carrillo	(F)	7/1/38	b6/25/38
Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
Highway Patrol (D)	58	Paige-Wells	(F)	6/27/38	b6/11/38
Holiday (C-D)	94	K. Hepburn-C. Grant	(F)	6/15/38	b5/21/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Law of the Plains (W)	56	C. Starrett-I. Meredith	(F)	5/12/38	b7/30/38
Main Event (D)	55	J. Wells-R. Paige	(F)	5/5/38	b5/14/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Pioneer Trail (W)	55	Luden-Barclay		7/15/38	a5/14/38
Reformatory (D)	61	Jack Holt-Wynters	(F)	7/21/38	b7/2/38
South of Arizona (W)	56	Starrett-Meredith	(F)	7/28/38	b10/8/38
Stagecoach Days (W)	58	Jack Luden-Eleanor Stewart		6/20/38	a4/9/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38
West of Cheyenne (W)	53	Starrett-Meredith	(F)	6/30/38	b8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Arizona Cowboy (W)		Charles Starrett-Iris Meredith			In Prod.
Blind Alley (D)		Ralph Bellamy-Rose Stradner			a4/8/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W)	54	Bill Elliott-Luana de Alcaniz		1/19/39	a11/19/38
(Former title, "California Cavalcade")					
Golden Boy		Barbara Stanwyck-A. Menjou			In Prod.
Good Girls Go to Paris		Joan Blondell-Melvyn Douglas			In Prod.
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)		Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Missing Daughters (D)		Richard Arlen-Rochelle Hudson			a3/25/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)		Chas. Starrett-Linda Winters		3/30/39	a2/4/39
(Former title, "Mounted Police")					
Oklahoma Trail		Charles Starrett-Iris Meredith		4/27/39	a3/18/39
Only Angels Have Wings (D)		Jean Arthur-Cary Grant		4/30/39	a4/8/38
Outside These Walls (D)		Dolores Costello-Michael Whalen			a2/18/39
Power to Kill		Jack Holt-Gertrude Michael			In Prod.
Rio Grande (W)	59	Chas. Starrett-Ann Doran		12/8/38	a10/1/38
(Former title, "North of Texas")					
Romance of the Redwoods (D)		Jean Parker-Chas. Bickford		2/28/39	a1/28/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Strange Case of Dr. Meade (D)	65	Jack Holt-Beverly Roberts	(F)	12/15/38	b10/29/38
(Reviewed as "Outside the Law")					
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)		b2/18/39
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

1939-40

Mr. Smith Goes to Washington		Jean Arthur-James Stewart			In Prod.

GAUMONT BRITISH

1938-39

(Dist. by 20th-Fox)

Chicago Ben (C)	93	Kennedy-Hay-Bupp	(F)		b10/8/38
(Reviewed as "Hey! Hey! U.S.A.")					
Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D)	78	Tauber-Duna	(A)		b10/15/38
(Reviewed as "A Clown Must Laugh")					
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D)	72	Lodge-Lockwood	(A)	7/1/38	b2/12/38
(Reviewed as "Illegal Holiday")					
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38

GRAND NATIONAL

1937-38

Dangerous Secrets (D)	70	P. Lukas-L. Travers	(A)	8/19/38	b8/28/37
(Reviewed as "Brief Ecstasy")					
Held for Ransom (D)	60	B. Mehaffey-G. Withers	(F)	6/7/38	b6/18/38
High Command (D)	59	L. Atwill-L. Mannheim	(A)	7/15/38	b7/30/38
I Married a Spy (D)	59	N. Hamilton-B. Horney	(A)	7/1/38	b7/30/38
King of the Sierras (AD)	57	Rex—Sheik, the wonder horse		8/28/38	Not Rev.
Life Returns (D)	60	O. Stevens-L. Wilson	(F)	6/10/38	b7/30/38
Renfrew of the Great White Trail (D)		Newell-Walker		7/22/38	a6/18/38
Six Shootin' Sheriff (W)	59	Ken Maynard	(F)	5/21/38	b7/9/38

GRAND NATIONAL

1938-39

Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38
Cipher Bureau (D)	70	Ames-Woodbury	(F)	11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull		1/20/39	a12/31/38
Empire of the West (W)		Geo. Houston			In Prod.
Everything Happens to Ann (D)		Heather Angel-John King			a3/4/39
Exile Express (D)	61	Anna Sten-Alan Marshal	(A)	1/20/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F)	10/21/38	b9/17/38
Long Shot (D)	69	Marsha Hunt	(F)	1/6/39	b12/31/38
Panama Patrol (D)	67	Charlotte Wynters-Leon Ames	(F)		b2/25/39
Renfrew Saves a Lady		James Newell		2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F)	1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F)	10/14/38	b9/17/38
Singing Cowgirl		Dorothy Page-David O'Brien			a11/19/38
(Former Title "Lady Buckaroo")					
Six-Gun Rhythm (W)	55	Tex Fletcher-Joan Barclay	(F)		b2/18/39
Sunset Murder Case (D)	57	Sally Rand		11/11/38	a8/20/38
(Former title, "Murder on Sunset Boulevard")					
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F)	10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F)	1/13/39	b1/14/39
Water Rustlers (W)	54	Dorothy Page-David O'Brien		1/6/39	a11/19/38
(Former title, "The Last Barrier")					

MGM

1937-38

Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Chaser (C)	75	O'Keefe-Stone-Pendleton	(F)	7/29/38	b7/30/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Fast Company (My-D)	75	M. Douglas-F. Rice	(F)	7/8/38	b7/2/38
Hold That Kiss (C)	79	D. O'Keefe-M. O'Sullivan	(F)	5/13/38	b5/14/38
Lord Jeff (D)	84	F. Bartholomew-M. Rooney	(F)	6/24/38	b6/25/38
Love Finds Andy Hardy (C-D)	92	Stone-Rooney-Garland	(F)	7/22/38	b7/16/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Port of Seven Seas (D)	81	Beery-O'Sullivan	(A)	7/1/38	b4/2/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38
Shopworn Angel (D)	87	M. Sullavan-J. Stewart	(F)	7/15/38	b7/2/38
Swiss Miss (C)	72	Laurel and Hardy	(F)	5/20/38	b5/14/38
Three Comrades (D)	98	Taylor-Tone-Young-Sullavan	(A)	6/3/38	b5/28/38
Toy Wife (D)	94	Rainer-Douglas-Young	(A)	6/10/38	b6/4/38
Woman Against Woman (D)	60	Marshall-Bruce-Astor	(A)	6/17/38	b6/25/38
Yellow Jack (D)	83	R. Montgomery-V. Bruce	(F)	5/27/38	b5/21/38

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Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/38
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C)		Rob't Young-Billie Burke		5/26/39	a3/4/39
(Former title, "Maiden Voyage")					
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)		Lew Ayres-L. Barrymore		4/28/39	a2/18/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10/38
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)		Robert Donat-Greer Garson		6/2/39	a2/18/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (D)		Rooney-Stone-Rutherford		4/21/39	a2/18/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
I Take This Woman (C-D)		Spencer Tracy-Hedy Lamarr		4/7/39	a11/12/38
It's a Wonderful World (My-C)		James Stewart-Claudette Colbert		5/19/39	a3/18/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (D)		Myrna Loy-Robert Taylor		5/5/39	a2/18/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
One Hundred to One (D)		Melvyn Douglas-H. B. Warner		5/12/39	a3/18/39
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies		Walter Pidgeon-Rita Johnson		6/9/39	In Prod.
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan (D)		Weissmuller-O'Sullivan		6/16/39	a2/18/39
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

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Gone With the Wind		Gable-Leigh-Howard (Tech.)			In Prod.
On Borrowed Time		Lionel Barrymore-Beulah Bondi			In Prod.
Wizard of Oz (Tech.)		Judy Garland-Frank Morgan			a11/12/38

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Gunsmoke Trail (W)		Jack Randall		5/31/38	a4/30/38
Man's Country (W)	53	Jack Randall	(F)	7/6/38	b8/6/38
Marines Are Here (D)	60	J. Travis- G. Oliver	(F)	6/8/38	b5/28/38
Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38
Numbered Woman (D)	64	Blane-Hughes-Methot	(A)	5/22/38	b5/14/38
Phantom Ranger (W)		Tim McCoy		5/27/38	a4/9/38
Romance of the Limberlost (D)	82	J. Parker-E. Linden	(F)	6/22/38	b6/18/38

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Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)		Frankie Darro		5/1/39	a4/1/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Dangerous Fingers (D)	65	James Stevenson-Betty Lynne	(A)	4/19/39	b3/18/39
Drifting Westward (W)		Jack Randall-Ethel Duran		1/25/39	a1/7/39
(Former title, "Santa Fe Bound")					
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Man From Wyoming (W)		Tex Ritter		5/5/39	In Prod.
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Riders of the Rio Grande (W)		Jack Randall		4/26/39	In Prod.
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt		2/22/39	a1/28/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Sundown on the Prairie (W)		Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)		Jack Randall		3/22/39	a2/25/39
Undercover Agent (D)	64	Russell Gleason-Shirley Deane		4/5/39	a3/18/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)		John Carroll-Movita		5/8/39	a4/8/39

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Bar 20 Justice (W)	66	Boyd-Hayden	(F)	6/24/38	b4/16/38
Booloo (D)	60	C. Tapley-S. Asmara	(F)	7/22/38	b7/23/38
Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Cocoanut Grove (Mu-C)	88	MacMurray-H. Hilliard	(F)	5/20/38	b5/14/38
Doctor Rhythm (M-C)	85	B. Crosby-M. Carlisle-B. Lillie	(F)	5/6/38	b4/30/38
Farewell to Arms (D)	99	Cooper-Hayes	(A)	6/3/38	Reissued
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Hunted Men (D)	64	Nolan-Carlisle-Crabbe	(F)	5/27/38	b5/7/38
Prison Farm (D)	68	L. Nolan-W. Frawley	(A)	6/17/38	b6/11/38
Professor Beware (C)	90	H. Lloyd-P. Welch	(F)	7/15/38	b7/16/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Stolen Heaven (M-D)	90	G. Raymond-O. Bradna	(F)	5/13/38	b4/2/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38
Tropic Holiday (Mu-C)	75	Lamour-B. Burns-Raye	(F)	7/1/38	b7/2/38
You and Me (D)	92	Raft-Sidney	(A)	6/1/38	b6/4/38

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Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)		Ford-Erwin-Ellis		4/21/39	a2/18/39
Beachcomber (C-D)	94	Laughton-Lanchester (Reviewed as "Vessel of Wrath")	(A)	3/10/39	b3/12/38
Beau Geste (D)		Gary Cooper-Ray Milland			a3/4/39
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Cat and the Canary		Bob Hope-Paulette Goddard			In Prod.
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Federal Offense (My)		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Geronimo (D)		Preston Foster-Ellen Drew			a4/8/38
Gracie Allen Murder Case (D)		Gracie Allen-Warren William		6/16/39	a2/25/39
Grand Jury Secrets (D)		John Howard-Gail Patrick			a2/18/39
Heaven On a Shoestring		Pat O'Brien-Olympe Bradna			In Prod.
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)		Ray Milland-Isa Mirandi		5/19/39	a12/17/38
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)		Fred MacMurray-Irene Dunne		7/7/39	a2/25/39
Island of Lost Men		Anna May Wong-A. Quinn		6/30/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (C)		Geo. Raft-Ellen Drew		4/28/39	a12/24/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)		Jack Benny-Dorothy Lamour		6/2/39	a2/4/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		8/19/39	a4/8/39
Mr. & Mrs. Bulldog Drummond (D)		John Howard-Heather Angel		7/28/39	a3/25/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
St. Martin's Lane (D)	80	Laughton-Leigh	(F)		b7/9/38
Some Like It Hot (C)		Bob Hope-Shirley Ross		5/12/39	a2/25/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life		Elizabeth Bergner		5/26/39	In Prod.
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Union Pacific (D)		Barbara Stanwyck-Joel McCrea		5/5/39	a1/17/39
Unmarried (D) (Former title, "Me and My Gal")		Buck Jones-Helen Twelvetrees		5/26/39	a12/31/38
What a Life (C)		Jackie Cooper-Betty Field			a4/8/39
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

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Gulliver's Travels		Tech. Cartoon Feature			In Prod.

R.K.O.-RADIO 1936-37

Vivacious Lady (C)	90	G. Rogers-J. Stewart	(F)	5/13/38	b5/7/38

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Blind Alibi (D)	61½	Dix-Bourne	(F)	5/20/38	b5/14/38
Blond Cheat (C)	61	Fontaine-DeMarney	(A)	6/17/38	b5/28/38
Border G-Man (W)	61	Geo. O'Brien	(F)	6/24/38	b6/18/38
Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Crime Ring (D)	70	Lane-Mercer	(F)	7/8/38	b7/2/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Gun Law (W)	59	Geo. O'Brien	(F)	5/13/38	b5/14/38
Having Wonderful Time (C)	70	G. Rogers-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
I'm From the City (C)	70	Joe Penner	(F)	7/22/38	b7/30/38
King Kong (D)	100	Wray-Cabot-Armstrong	(A)	6/10/38	Reissued
Law of the Underworld (D)	61	C. Morris-A. Shirley	(A)	5/6/38	b3/26/38
Little Women (D)	115	Hepburn-J. Bennett-Lukas	(F)	7/8/38	Reissued
Mother Carey's Chickens (D)	82	R. Keeler-A. Shirley	(F)	7/29/38	b7/30/38
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Saint in New York (D)	72	L. Hayward-Kay Sutton	(F)	6/3/38	b5/7/38
Sky Giant (D)	80	R. Dix-C. Morris	(F)	7/29/38	b7/23/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38

R.K.O.-RADIO 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Five Came Back		Chester Morris-Wendy Barrie			In Prod.
Fixer Dugan (D)		Lee Tracy-Virginia Weidler		3/21/39	a2/25/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl From Mexico (D)		Lupe Velez-Donald Woods			a4/8/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Little Mother (C)		Ginger Rogers-David Niven			a3/25/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D) (Former title, "Second Shot")		Lucille Ball-Allen Lane		5/19/39	a3/18/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Racketeers of the Range (W)		Geo. O'Brien			a4/8/39
Rookie Cop (D) (Former title "G Dog")		Tim Holt-Virginia Weidler		4/28/39	a4/1/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Sorority House (D)		Anne Shirley-James Ellison		5/12/39	a3/18/39
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/38

REPUBLIC 1937-38

Army Girl (D)	87	P. Foster-M. Evans	(F)	7/15/38	b7/23/38
Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desert Patrol (W)	56	B. Steele-M. Weldon	(F)	6/6/38	b6/4/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Gangs of New York (D)	67	Bickford-Dvorak-A. Baxter	(A)	5/23/38	b5/28/38
Gold Mine in the Sky (Mu-W)	60	Autry-Hughes-Burnette	(F)	7/4/38	b7/9/38
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Ladies In Distress (C-D)	65	Skipworth-Moran	(F)	6/13/38	b6/11/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Riders of the Black Hills (W)	55	3 Mesquiteers	(F)	6/15/38	b6/25/38
Romance on the Run (D)	68	D. Wood-P. Ellis	(F)	5/11/38	b5/7/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

All the Tomorrows		Frieda Inescort-Otto Kruger			In Prod.
Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)		G. Autry-Smiley Burnette		4/28/39	a4/8/39
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Flight at Midnight		Col. Roscoe Turner			In Prod.
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)		Roy Rogers-Mary Hart		4/19/39	a3/18/39
Headin' For Texas		Roy Rogers-Mary Hart			In Prod.
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (D)		Richard Dix-Gail Patrick		5/15/39	a1/28/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)		Chas. Bickford-Nana Bryant		4/25/39	a3/4/39
Three Texas Steers (W)		3 Mesquiteers		5/5/39	a4/1/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39

TWENTIETH CENTURY-FOX

1937-38

Always Goodbye (D)	70	B. Stanwyck-H. Marshall	(F)	7/1/38	b6/25/38
I'll Give a Million (C-D)	70	W. Baxter-M. Weaver	(F)	7/22/38	b7/16/38
Josette (D)	74	Simone Simon-Don Ameche	(F)	6/3/38	b6/4/38
Kentucky Moonshine (C)	86	Ritz Bros.-T. Martin-M. Weaver	(F)	5/13/38	b5/7/38
Kidnapped (D)	90	W. Baxter-F. Bartholomew	(F)	5/27/38	b5/21/38
Little Miss Broadway (C-D)	70	Shirley Temple	(F)	7/29/38	b7/9/38
Mr. Moto Takes a Chance (D) (Reviewed as "Look Out, Mr. Moto")	65	Lorre-Hudson-Bromberg	(F)	6/24/38	b10/30/37
One Wild Night (My-D)	71	Baldwin-Lang	(F)	6/10/38	b5/14/38
Panamint's Bad Man (W)	60	Ballew-Daw	(F)	7/8/38	b10/1/38
Passport Husband (C-D)	73	Erwin-Moore	(F)	7/15/38	b7/2/38
Rascals (C)	75	Withers-Hudson	(F)	5/15/38	b4/9/38
Three Blind Mice (C-D)	75	L. Young-J. McCrea	(F)	6/17/38	b6/11/38
Trip to Paris (C)	58	Jones Family	(F)	5/6/38	b3/26/38
We're Going to Be Rich (Mu-D)	80	Gracie Fields-McLaglen-Donlevy	(F)	7/8/38	b5/14/38

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Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)		Jane Withers-Robert Kellard		5/19/39	a4/1/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My-D)		Sidney Toler-Phyllis Brooks			a3/11/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	67	Jones Family	(F)	12/16/38	b10/15/38
East Side, West Side		Kane Richmond-Amanda Duff			In Prod.
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Girl From Brooklyn (D) (Former title, "By the Dawn's Early Light")		Alice Faye-Warner Baxter		7/7/39	a8/13/38
Gorilla (My-D)		Ritz Bros.-Anita Louise		5/26/39	a3/11/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
It Could Happen to You		Stuart Erwin-Gloria Stuart			In Prod.
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39

(Continued on next page)

TWENTIETH CENTURY-FOX (Continued)

Title	Mins.	Stars		Rel. Date	See Issue of
Jones Family in Hollywood (C)		Jones Family		6/2/39	a12/24/38
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari			a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (D)		Warner Baxter-Lynn Bari		4/28/39	a4/1/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Square (D)		Power-Faye-Jolson		5/12/39	a2/4/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power			a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
(Reviewed as "Paddy Darling")					
So This Is London (C)	70	Drayton-Hare	(A)		b2/4/39
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott			a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D)	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
(Reviewed as "Meridian 7-1212")					
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)		Henry Fonda-Marjorie Weaver			a4/8/39

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Stanley and Livingstone (D)		S. Tracy-Greene-Kelly			a3/4/39

UNITED ARTISTS

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Blockade (D)	85	M. Carroll-H. Fonda	(F)	6/17/38	b6/11/38
Count of Monte Cristo (D)	110	Robert Donat	(F)	5/15/38	Reissued
South Riding (D)	91	Ralph Richardson-Edna Best	(A)	6/1/38	b1/22/38

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Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)		Aherne-McLaglen-Lang		5/5/39	a2/18/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D)	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
(Reviewed as "Mutiny In the Mountains")					
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
Four Feathers (Tech.)		Duprez-Smith-Richardson			In Prod.
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett			a3/25/39
Over the Moon		Oberon-Rex Harrison (Tech.)			In Prod.
Prisons Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Real Glory		Gary Cooper-Andrea Leeds			In Prod.
Restless Age		Heifetz-Stevenson			In Prod.
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

UNIVERSAL

1937-38

Air Devils (D)	61	L. Blake-B. Wallace	(F)	5/13/38	b5/14/38
All Quiet on the Western Front (D)	87	Ayres-Wolheim		5/15/38	Reissued
Black Aces (W)	58	Buck Jones		5/20/38	Not Rev.
Danger On the Air (My)	65	D. Woods-N. Grey	(A)	7/1/38	b7/2/38
Devil's Party (D)	64	V. McLaglen-B. Roberts	(A)	5/20/38	b5/28/38
Frankenstein (D)	71	Karloff-Clive-Clarke		5/15/38	Reissued
Lady Tubbs (C-D)	68	A. Brady-D. Montgomery		5/15/38	Reissued
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/ 5/38	b8/6/38
Little Tough Guy (D)	85	Wilcox-Parish-Dead End Kids	(F)	7/22/38	b7/16/38
Love Before Breakfast (C-D)	70	Lombard-P. Foster		5/15/38	Reissued
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
Outlaw Express (W)	55	Bob Baker	(F)	6/17/38	b7/23/38
Prison Break (D)	68	Farrell-MacLane	(F)	7/15/38	b7/16/38
Rage of Paris (C-D)	76	D. Darrieux-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
Sinners in Paradise (D)	63	J. Boles-M. Evans-B. Cabot	(F)	5/6/38	b5/7/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38
Western Trails (W)	57	Baker-Reynolds		6/3/38	a5/14/38
Wives Under Suspicion (D)	68	W. William-G. Patrick	(A)	6/3/38	b6/11/38
Young Fugitives (D)	67	D. Kent-R. Wilcox	(F)	6/24/38	b6/25/38

1938-39

Big Town Czar (D)		Barton MacLane-Eve Arden		4/21/39	a3/11/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	5/5/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ		McLaglen-Grey-Brown			In Prod.
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	61	Hugh Herbert-Ruth Donnelly		3/31/39	a3/11/39
For Love Or Money		June Lang-Robert Kent		4/28/39	In Prod.
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear		Wm. Gargan-Irene Hervey			a4/1/39
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets		Fairbanks, Jr.-Barbara O'Neil		5/26/39	In Prod.
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It		Wm. Lundigan-Joy Hodges			In Prod.
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

WARNER BROS.

1937-38

Title	Mins.	Stars		Rel. Date	See Issue o
Adventures of Robin Hood (D)	100	Flynn-De Havilland (Tech.)	(F)	5/14/38	b4/30/38
Amazing Dr. Clitterhouse (C-D)	87	Robinson-Bogart-Trevor	(A)	7/30/38	b6/25/38
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Cowboy From Brooklyn (Mu)	80	D. Powell-P. Lane	(F)	7/16/38	b6/11/38
Crime School (D)	85	H. Bogart-G. Page	(F)	5/28/38	b5/7/38
Gold Diggers in Paris (Mu)	95	R. Vallee-R. Lane	(F)	6/11/38	b5/14/38
Little Miss Thoroughbred (D)	64	Wayne Morris-June Travis	(F)	6/4/38	b4/30/38
Men Are Such Fools (C-D)	69	Morris-P. Lane	(F)	7/2/38	b6/4/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
My Bill (C-D)	65	Francis-Litel	(F)	7/9/38	b6/25/38
Mystery House (My)	56	D. Purcell-A. Sheridan	(A)	5/21/38	b4/30/38
Penrod's Double Trouble (C-D)	60	Mauch Twins-The Lockharts	(F)	7/23/38	b4/2/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38
Torchy Blane in Panama (C-D)	59	P. Kelly-Lola Lane	(F)	5/7/38	b4/16/38
When Were You Born (D)	64	Wong-Lindsay-Averill	(A)	6/18/38	b6/11/38
White Banners (D)	90	C. Rains-Kay Johnson	(F)	6/25/38	b5/28/38

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Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)		Ronald Reagan-Rosella Towne		5/27/39	a1/14/39
(Former title, "Smashing the Spy Ring")					
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy		Edw. G. Robinson-Lya Lys		5/6/39	In Prod.
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Devil On Wheels (D)		Pat O'Brien-Ann Sheridan			a3/18/39
(Former title, "The Roaring Crowd")					
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Family Reunion (C)		John Garfield-Priscilla Lane			a3/4/39
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Gantry the Great (D)		Edith Fellows-Jimmy McCallion			a3/25/39
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)		Lindsay-Dead End Kids			a2/18/39
I Am Not Afraid (D)	59	Chas. Grapewin-Jane Bryan	(F)		b4/8/39
Juarez (D)		Paul Muni-Bette Davis			a2/4/39
Kid From Kokomo (C)		Pat O'Brien-Joan Blondell			a1/7/39
(Former title, "Broadway Cavalier")					
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Lighthouse Harry		Bert Wheeler-Marie Wilson			In Prod.
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas			a3/4/39
Naughty, But Nice (C)		Dick Powell-Gale Page			a12/10/38
(Former title, "Always Leave Them Laughing")					
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Roaring Crowd (D)		Pat O'Brien-Ann Sheridan			a3/18/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Sweepstakes Winner (C)		Marie Wilson-Johnny Davis		4/29/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson			a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Daring Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	5/20/39	b1/21/39

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Battle of City Hall (D)		Dead End Kids-Reagan-Sheridan			a4/1/39
Old Maid		Bette Davis-Humphrey Bogart			In Prod.

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Code of the Cactus (W)		Tim McCoy		Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Dark Sands (D)	65	Robeson-Wilcoxon-Ford	(F)	Record	b7/30/38
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House (D)	57	Stone-Lee	(A)	Jay-Dee Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/38
Little Flower of Jesus (Rel. D)	61	French Cast	(F)	Sunray	b5/7/38
They Were Five (D)	79	French Cast	(F)	Lenauer	b6/4/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Short Booking Guide

COLUMBIA 1937-38

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Ankles Away	Hilarious	15½	4/ 2/38
Big Squirt (Chase)	So-So	18	9/11/37
Calling All Curtains	Funny	16	10/ 9/37
Cuckooranch	Fair	16½	3/19/38
Doggone Mixup	Fair	18½	2/12/38
Fiddling Around	Slapstick	17½	11/27/37
Gracie at the Bat	Funny	17½	10/23/37
Halfway to Hollywood	Fairly Amusing	17½	6/18/38
He Done His Duty	Slapstick	17½	11/20/37
Jump, Chump, Jump	Funny	20	3/19/38
Man Bites Lovebug	Kind of Silly	18	12/ 4/37
Mind Needer	Very Funny	18	3/26/38
Oh! What a Knight	Funny	16½	11/ 6/37
Old Raid Mule	Fairly Amusing	17½	2/26/38
Soul of a Heel	Funny	16½	5/ 7/38
Time Out For Trouble	Funny	17	3/26/38
AROUND THE WORLD IN COLOR (8)			
City of the Golden Gate	Poor	9½	11/ 6/37
Friendly Neighbors (Ontario)	Satisfactory	9	6/18/38
El Salvador	Average	9	2/12/38
BROADWAY FOLLIES (8)			
Brokers' Follies	Entertaining	10½	12/11/37
Drugstore Follies	Fair	10½	9/ 4/37
Rooftop Frolics	Sparkling	11	10/23/37
Timberland Revels	Good	10	11/ 6/37
COLOR RHAPSODIES (16) (Tech.)			
Air Hostess		8	Not Rev.
Big Birdcast	Good	7	5/ 7/38
Bluebird's Baby	Fair	7	2/12/38
Foolish Bunny	Good	6	3/26/38
Frog Pond	Good	7	9/10/38
Gifts From the Air	Swell For Xmas	7½	12/18/37
Hollywood Picnic	Very Clever	8	1/ 1/38
Horse On Merry-Go-Round	Very Funny	7	2/26/38
Little Match Girl	Pretty Good	8½	11/ 6/37
Poor Elmer		7½	Not Rev.
Poor Little Butterfly	Charming	7½	7/ 9/38
Snowtime	Fair	7	4/23/38
Window Shopping	Cute	6½	5/28/38
COMMUNITY SINGS (12)			
Barber Shop Songs	Good	10½	12/18/37
Cowboy Songs	Entertaining	9½	2/26/38
Gus Van's Song Shop	Okay	10	4/ 2/38
Football Songs	Peppy	10½	10/ 2/37
Irish Songs	Good	10	9/18/37
Patriotic Songs	Average	10	6/11/38
Song Parade		10	Not Rev.
Scotch Songs		10	Not Rev.
Songs of the Southland	Good	10½	5/14/38
Songs of the States	Okay	10	4/ 2/38
Songs of Yesteryear	Excellent	10	9/24/38
Spanish Melodies	Okay	10	6/11/38
FEATURETTES (8)			
Aladdin and the Wonderful Lamp	Dull	17	12/25/37
Jungle Babies		10	Not Rev.
New Nation	Good	10	5/14/38
KRAZY KAT (8)			
Auto Clinic	Amusing	7	3/ 5/38
Bad Little Guinea Pigs		6½	Not Rev.
Krazy's Magic	Amusing	6	5/14/38
Krazy's Travel Squawks	Fair Cartoon	6	6/ 4/38
Little Buckaroo		6	Not Rev.
Railroad Rhythm	Average	9½	11/27/37
NEW SPORT THRILLS (13)			
Athletic Youth	Very Good	10	8/27/38
Cadet Champions	Interesting	9	12/11/37
Demons of the Deep	Interesting	10	9/10/38
Feminine Fun		10	Not Rev.
Fistic Fun	Excellent	10	7/ 2/38
Play Ball	Excellent	10	4/23/38
Set 'em Up	Swell	9½	10/30/37
Snow Foolin'	Good	10	2/12/38
Sports Stamina	Good	10	4/23/38
Thrilling Moments	Interesting	10	6/18/38
Trotting Thoroughbreds	Excellent	9½	10/16/37
Unusual Hunting	Exciting	10	3/19/38
SCRAPPY (8)			
Canine Capers	Very Poor	6½	9/18/37
City Slicker	Pretty Good	6½	7/23/38
Clock Goes Round and Round	Exceptionally Good	6½	11/13/37
Fire Plug	O. K.	6	11/20/37
New Homestead	Poor	7	2/12/38
Scrappy's News Flashes	Splendid	6	12/ 4/37
Scrappy's Playmates	Average	6	4/23/38
Scrappy's Trip to Mars	Just Fair	7	2/12/38
SCREEN SNAPSHOTS (13)			
No. 1 (Series 17)	Exceptional	10	10/ 2/37
No. 2	Nothing Unusual	9½	11/20/37
No. 3	Pretty Good	9½	11/27/37
No. 4		10	Not Rev.
No. 5	Fair	9½	1/15/38
No. 6	Okay	10	2/ 5/38
No. 7	Entertaining	10	3/12/38
No. 8	Interesting	9	4/ 2/38
No. 9	Good	10	5/ 7/38
No. 10	Interesting	10	6/ 4/38
No. 11	Excellent	10	7/ 9/38
No. 12	Very Good	10	7/16/38
STOOGE COMEDIES (8)			
Cash and Carry	Very Funny	18½	7/24/37
Healthy, Wealthy and Dumb	Good Slapstick	16	4/23/38
Playing the Ponies	Poor	17	8/14/37
Sitter Downers	Fair	16	8/28/37
Tassels in the Air	Very Good	18	3/19/38
Termites of 1938	Fair Slapstick	17	12/25/37
Three Missing Links	Good Slapstick	17½	6/25/38
Wee Wee Monsier	Real Slapstick	18	2/ 5/38
STRANGE AS IT SEEMS (6)			
Boy Who Saved a Nation	Good	9½	1/ 1/38
Little Jack Horner	Just Filler	6½	9/18/37
Silver Threads	Interesting	10½	11/13/37

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Swing You Swingers		18½	Not Rev.
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		7	Not Rev.
Hollywood Graduation	Clever	7	9/10/38
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10	Not Rev.
Season's Idea		11	Not Rev.
South Sea Songs	Good	10	10/29/38
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	6½	3/18/39
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Night in a Music Hall	Entertaining	10½	2/ 4/39
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
SPORT THRILLS (13)			
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions		10	Not Rev.
Odd Sports		10	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
STOOGE COMEDIES (8)			
A Ducking They Did Go		16½	Not Rev.
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
WASHINGTON PARADE (6)			
Inside the White House	Fair	10	2/11/39
Washington	Very Good	10	12/17/38

EDUCATIONAL 1937-38
(Dist. by 20th Century-Fox)

		Running Time	Reviewed Issue Of
COMEDIES (TWO REELS) (42)			
Affairs of Pierre	Funny	19½	7/24/37
Air Parade	Fairly Amusing	19	1/29/38
Bashful Ballerina	Fair	20	9/25/37
Bashful Buckaroo	Fair	20	12/25/37
Beautiful But Dummies	Entertaining	20	4/ 9/38
Cactus Cabelleros	Poor	20	6/25/38
Cupid Takes a Holiday	Fair	15	2/12/38
Cute Crime	Poor	20	5/ 7/38
Dates and Nuts	Excellent	19	1/15/38
Dime a Dance	Poor	19	1/ 1/38
Getting An Eyeful	Very Funny	17½	1/15/38
Going, Going, Gone		18	Not Rev.
Heir Today	Poor	18	11/13/37
Hi-Ho Hollywood		20	Not Rev.
Hurray For Hooligan	Very Funny	17	11/27/37
Jitterbugs	Excellent	16	5/28/38
Koo Koo Korrespondence Skool	Fair	18½	12/18/37
Love and Onions	Slapstick	19	3/19/38
Meet the Bride	Satisfactory	17	11/ 6/37
Miss They Missed	Very Amusing	18	2/12/38
Money On Your Life	Fair	19	5/21/38
Montague the Magnificent (Lahr)	Very Good	18½	8/ 7/37
Pardon My Accident	Funny	20	7/ 2/38
Playboy Number One	Amusing	17½	11/27/37
Silly Night (Machamer)	Silly Enough	19	10/ 9/37
Sing for Sweetie	Diverting	20	4/23/38
Slack's Appeal	Excellent	19½	8/21/37
Smart Way	Funny	20	10/23/37
Sweeties	Very Entertaining	15	8/21/37
Timid Ghost	Silly	16	10/ 2/37
Uncle Sol Solves It	Entertaining	15	2/19/38
Wanna Be a Model	Fair	20	3/12/38
Will You Stop!	Not So Hot	17	9/25/37
Winner Lose All	Good	20	7/ 9/38
Who's Crazy (Gribbon)	Silly	19	8/14/37
Who's Who	Fair	20	11/ 6/37

EDUCATIONAL (Continued)

	Comment	Running Time	Reviewed Issue Of
SONG AND COMEDY HITS (10)			
All's Fair	Okay	7	3/12/38
Ask Uncle Sol	Variety	11	11/ 6/37
Big Apple	Exploitation Bet	9	9/25/37
Calling All Crooners	Fair	10½	11/27/37
How to Dance the Shag	Box Office	10	1/ 1/38
Love Goes West	Lively	10½	1/15/38
Miss Lonely Hearts	Satisfactory	10	10/ 9/37
Pot Luck		10	Not Rev.
Rhythm Saves the Day	Entertaining	9	11/ 6/37
Trailer Paradise	Satisfactory	8½	12/ 4/37
TERRYTOONS (26)			
Barnyard Boss	Clever	6½	12/11/37
Big Top	Fairly Amusing	7	5/ 7/38
Billygoat's Whiskers	Flat	6½	11/27/37
Bugs, Beetle and His Orchestra	Fair	6½	2/ 5/38
Close Shave	Poor	6½	10/ 2/37
Dancing Bear	Poor	6½	10/ 9/37
Devil of the Deep	Just a Cartoon	6½	5/21/38
Dog and the Bone	Fair	6½	11/27/37
Eliza Runs Again		6½	Not Rev.
Gandy the Goose	Good	6	3/19/38
Happy and Lucky	Good	7	3/12/38
Here's to Good Old Jail	Old Fashioned	6½	7/ 2/38
His Off Day	Fair	6½	2/12/38
Just Ask Jupiter	Clever	6½	2/12/38
Kiko's Cleaning Day	Just a Cartoon	6½	9/18/37
Last Indian	Good	6½	7/ 9/38
Lion Hunt	Swell	6½	1/15/38
Maid in China	Okay	7	4/23/38
Milk For Baby		6½	Not Rev.
Mountain Romance	Good	6½	4/16/38
Mrs. O'Leary's Cow		7	Not Rev.
Robinson Crusoe's Broadcast	Good	6½	4/16/38
Sawmill Mystery	Poor	6½	11/ 6/37
Timid Rabbit	Very Good	6½	11/27/37
Trailer Life	Not Funny	5½	8/14/37
Villain Still Pursued Her	Fair	6½	9/18/37
TREASURE CHESTS (10)			
Grey Owl's Little Brother	Outstanding	10½	1/15/38
How to Ski	Interesting	11	8/21/37
Kingdom for a Horse	Fine	10	4/16/38
Music From the Stars	Satisfactory	10	4/23/38
Not So Dumb	Interesting	9	12/11/37
Private Life of the Gannets	Excellent	11	9/18/37
Return of the Buffalo	Very Interesting	10	5/ 7/38
Sky Fishing	Satisfactory	10	3/12/38
Song Birds of the Northwest	Good	10	2/12/38
We Live In Two Worlds	Very Interesting	11	8/20/38

1938-39
(Dist. by Grand National)

		Running Time	Reviewed Issue Of
COMEDIES (TWO REELS) (10)			
FOOLISH FANTASIES—CARTOONS (8)			
Baby Checkers		7	Not Rev.
Monkey's Business		7	Not Rev.
SONG AND COMEDY HITS (10)			
Calvalcade of Stuff No. 1	Swell Stuff	10	9/10/38
Calvalcade of Stuff No. 2	Excellent	10	9/10/38
TREASURE CHESTS (2)			

MGM 1937-38

		Running Time	Reviewed Issue Of
AUDIOSCOPIKS (1)			
New Audioscopiks	A Knockout	8	1/29/38
CAPTAIN AND THE KIDS CARTOONS (13)			
Blue Monday	Amusing	8	3/ 5/38
Buried Treasure		8	Not Rev.
Captain's Christmas	Fair for Xmas	9	12/10/38
Captain's Pup	Good	9	5/28/38
Cleaning House	Fair	9	3/19/38
Day at the Beach	Good	8	7/ 9/38
Honduras Hurricane		8	Not Rev.
Old Smokey		7	Not Rev.
Petunia National Park		9	Not Rev.
Poultry Pirates	Satisfactory	8	4/30/38
Pygmy Hunt		8	Not Rev.
What a Lion		8	Not Rev.
Winning Ticket		7	Not Rev.
CRIME DOESN'T PAY (6)			
Come Across	Good	20	5/28/38
Criminal Is Born	Fine	21	7/ 9/38
Miracle Money	Splendid	21	4/ 2/38
They're Always Caught	Excellent	22	9/10/38
Think It Over	Good	20	10/15/38
What Price Safety	Excellent	20	2/19/38
HISTORICAL MYSTERIES (10)			
Bravest of the Brave	Interesting	10	8/20/38
Captain Kidd's Treasure	Good	10	2/12/38
Face Behind the Mask	Swell	10	3/26/38
Joachim Murietta	Excellent	10	6/25/38
King Without a Crown	Great	9	10/30/37
Man in the Barn	Excellent	10	12/ 4/37
Man on the Rock	Good	11	10/ 1/38
Nostradamus	Excellent	11	10/15/38
Ship That Died	Outstanding	10	3/ 5/38
Strange Glory	Fair	11	8/ 6/38
MINIATURES (10)			
Forgotten Step	Excellent	10	6/ 4/38
Hollywood Handicap	Entertaining	10	6/ 4/38
Life in Some Town—U. S. A.	Unique	10	3/19/38
Optical Poem	Limited Appeal	10	3/19/38
Stroke of Genius	Very Clever	10	2/12/38
That Mothers Might Live	Gripping	10	5/14/38
Tracking the Sleeping Death	Fair	10	8/ 6/38
Tupapaoo	Fascinating	10	6/25/38
What Do You Think? No. 2	Splendid	10	1/29/38
What Do You Think? No. 3	Very Good	11	3/ 5/38

(Continued on next page)

MGM (Continued)

	Comment	Running Time	Reviewed Issue Of
MUSICALS (6)			
Billy Rose's Casa Manana Revue	Colorful	21	4/ 9/38
Canary Comes Across	Entertaining	21	2/ 5/38
It's in the Stars	Fair	20	8/20/38
Magician's Daughter	Funny	18	8/ 6/38
Our Gang Follies of 1938	Excellent	21	12/25/37
Snow Gets in Your Eyes	Excellent	20	5/21/38
OUR GANG (12)			
Awful Tooth	Satisfactory	10	6/18/38
Bear Facts	Fair	10	3/26/38
Came the Brawn	Fair	10	4/ 2/38
Canned Fishing	Amusing	10	3/12/38
Feed 'Em and Weep	Fairly Amusing	11	6/ 4/38
Framing Youth	Excellent	10	9/25/37
Hide and Shriek	Good	10	7/ 2/38
Little Ranger	Good Fun	10	8/20/38
Mail and Female	Funny	11	12/ 4/37
Party Fever	Amusing	10	10/ 1/38
Pigskin Palooka	Average	11	11/13/37
Three Men in a Tub	Fair	10	4/ 2/38
PETE SMITH SPECIALTIES (15)			
Anaesthesia	Up to Standard	10	7/ 9/38
Candid Cameramaniacs	Good	9	1/ 1/38
Decathlon Champion	Thrilling	10	10/30/37
Fisticuffs	Good	10	9/ 3/38
Follow the Arrow	Swell	10	8/20/38
Football Thrills	Excellent	10	10/ 1/38
Friend Indeed	Swell	10	12/18/37
Grid Rules	Entertaining	10	11/12/38
Jungle Juveniles No. 2	Excellent	9	2/12/38
La Savate	Fairly Good	10	3/12/38
Modeling for Money	Excellent	10	4/30/38
Penny's Party (Tech.)	Excellent	10	4/ 2/38
Story of Dr. Carver	Fine	10	6/ 4/38
Surf Heroes	Excellent	10	5/14/38
Three On a Rope	Excellent	10	2/12/38
ROBERT BENCHLEY (8)			
Courtship of the Newt	Fair	10	8/20/38
Evening Alone	Humorous	10	6/ 4/38
How to Raise a Baby	A Howl	8	7/ 9/38
How to Read	Good	9	10/ 1/38
How to Start the Day	A Scream	10	11/ 6/37
How to Figure Your Income Tax	Subtle	10	3/26/38
Music Made Simple	Fairly Amusing	8	4/30/38
Night at the Movies	Excellent	10	9/ 4/37
SPECIAL			
Jimmy's Fidler's Personality Parade	Topnotch	20	12/18/37
TRAVELTALKS (12) (Tech.)			
Beautiful Budapest	Interesting	10	4/ 9/38
Chile, Land of Charm	Boring	9	10/ 9/37
Copenhagen	Pleasing	9	10/16/37
Czecho-Slovakia on Parade	Boring	9	5/21/38
Glimpses of Austria	Excellent	9	3/ 5/38
Glimpses of New Brunswick	Picturesque	10	3/26/38
Glimpses of Peru	Beautiful	9	9/18/37
Land of the Incas	Poor	9	12/ 4/37
Natural Wonders of the West	Very Good	9	2/ 5/38
Paris on Parade	Tops	9	8/20/38
Rural Sweden	Fair	9	4/30/38
Stockholm, Pride of Sweden	Fair	9	10/30/37

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CARTOONS (15)			
Jitterbug Follies	Fair	9	3/25/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	Coming
CRIME DOESN'T PAY (6)			
Money to Loan	Excellent	20	4/ 1/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (12)			
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus		10	Not Rev.
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38

MGM (Continued)

	Comment	Running Time	Reviewed Issue Of
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

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BETTY BOOP CARTOONS (12)			
Be Up to Date	Good	7	2/26/38
Buzzy Boop	Fair	7	7/30/38
Candid Candidate	Pretty Good	7	7/24/37
Foxy Hunter	Cute	7	11/ 6/37
Honest Love and True	Fair	10	3/26/38
Lost Kitten	Good	7	7/ 2/38
New Deal Show	Good	7	9/ 4/37
Out of the Inkwell	Fair	7	4/30/38
Riding the Rails	Better Than Average	7	2/12/38
Service With a Smile		7	Not Rev.
Swing School	Poor	7	5/21/38
Zula Hula	Amusing	6½	1/ 1/38
COLOR CLASSICS (6) (Tech.)			
Educated Fish	Excellent	8	11/ 6/37
Hold It	Excellent	7	4/30/38
Hunky and Spunky	Excellent	8	7/ 2/38
Little Lamby	Swell	7	1/ 1/38
Peeping Penguins	Good	7	7/31/37
Tears of An Onion	Entertaining	7	2/26/38
HEADLINERS (15)			
Easy on the Ice	Good	10	5/ 7/38
Bob Crosby & Orch.	Very Good	10	6/ 4/38
From the Minuet to the Big Apple	Fair	10	11/ 6/37
Hall's Holiday	Entertaining	10	4/ 9/38
Himber Harmonies	Entertaining	11	2/19/38
Hula Heaven	Poor	11	7/24/37
Let's Go Latin	Just Fair	11	8/14/37
Listen to Lucas	Good	10	2/19/38
Meet the Maestros	Entertaining	11	1/29/38
Oh Kay, Rhythm	Entertaining	9	12/25/37
Queens of Harmony	Very Good	11	8/21/37
Queens of the Air	Entertaining	10	7/ 9/38
Star Reporter in Hollywood	Fair	10	10/23/37
Star Reporter No. 3	Entertaining	10	3/12/38
PARAGRAPHICS (13)			
Accent On Beauty	Interesting	10	1/ 8/38
Bike Parade	Excellent	10	5/ 7/38
California Giants	Very Interesting	11	2/12/38
Cowboy Shorty	Kid Stuff	10	10/ 2/37
Crime Fighters	Excellent	10	5/28/38
Find What's Wrong	Excellent	10	6/25/38
Gold	Excellent	10	2/19/38
Inventor	Amusing	11	10/23/37
It's a Good Stunt	Thrilling	10	9/18/37
Killer of the Tonto	Poor	10	7/31/37
Jungle Glimpses	Average	10	3/12/38
Silver Millions	Excellent	10	7/30/38
Tuna	Very Good	9½	11/20/37
PICTORIALS (12)			
No. 1	Good	9½	8/14/37
No. 2	Fair	9½	9/18/37
No. 3	Good	9½	10/ 2/37
No. 4	Diversified	10	11/13/37
No. 5	Fair	9	12/11/37
No. 6	Interesting	10	1/29/38
No. 7	Diversified	11	2/ 5/38
No. 8	Interesting	10	3/12/38
No. 9	Very Interesting	10	4/ 2/38
No. 10	Very Good	10	5/ 7/38
No. 11	Good	10	6/ 4/38
No. 12	Interesting	10	7/ 9/38
POPEYE (12)			
Big Chief Ugh-Amugh-Ugh	Standard	7	4/16/38
Football Toucher Downer	Good	7	10/23/37
Fowl Play	Not Up to Standard.	7	11/27/37
House Builder Upper	Fair	10	3/26/38
I Like Babies and Inflnks	Amusing	7	9/ 4/37
I Never Change My Altitude	Just Fair	6½	7/24/37
I Yam Love Sick	Excellent	7	5/21/38
Jeep, The	Good	7	7/ 9/38
Learn Polikeness	Very Amusing	7	2/26/38
Let's Celebrake	Different	7	1/ 1/38
Plumbing is a Pipe	Very Funny	7	6/ 4/38
Protek the Weakerist	Same as Usual	7½	11/13/37
POPULAR SCIENCE (6)			
No. 1	Excellent	10	9/18/37
No. 2	Interesting	10	11/13/37
No. 3	Very Good	11	1/29/38
No. 4	Interesting	10	3/19/38
No. 5	Interesting	10	5/21/38
No. 6	Interesting	10	7/16/38
SPECIAL (1) (Tech.)			
Popeye Meets Ali Baba's Forty Thieves	Excellent	17	12/ 4/37
SPORTLIGHTS (13)			
Aquabats	Sensational	9	8/21/37
Ball Tossers	Very Good	9½	11/27/37
Cops and Robbers	Good	10	3/19/38
Fascinating Adventure	Truly Fascinating	10	2/12/38
Four Smart Dogs	Fascinating	9½	9/18/37
Good Looking Winners	Interesting	10	2/19/38
Horseshoes	Very Good	10	6/25/38
Pick Your Favorite	Fair	9½	10/16/37
Picking Pets	Excellent	9½	8/21/37
Red, White and Blue Champions	Superb	10	4/30/38
Strike!	Very Good	10	5/14/38
Water, Water Everywhere	Excellent	9	11/27/37
Win, Place or Show	Excellent	10	4/ 2/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/ 7/37
No. 2	Lacking Interest	10	10/16/37
No. 3	Interesting	9½	12/18/37
No. 4	Very Good	10	2/19/38
No. 5	Interesting	10	4/16/38
No. 6	Very Good	11	6/ 4/38

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	Comment	Running Time	Reviewed Issue Of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineer		7	Not Rev.
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry		7	Not Rev.
COLOR CRUISES (7)			
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mitteewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9		10	Not Rev.
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone		7	Not Rev.
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/38
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp		17	Not Rev.
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Frolicking Frogs	Good	10	12/ 3/38
Good Skates		10	Not Rev.
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment.	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5		10	Not Rev.

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ATLAS MUSICALS (13)			
Carnival Show	Satisfactory	10	7/ 2/38
Deviled Ham	Entertaining	10	1/22/38
Hockshop Blues	Entertaining	10	7/ 9/38
International Rhythm	Very Good	10	6/18/38
Latin Rhythm	Fair	10	2/26/38
Maids and Music	Passable	10	4/23/38
No Sale	Entertaining	10	3/ 5/38
Phoney Boy	Fair	11	10/30/37
Radio Hook Up	Dull	10	2/ 5/38
Rhythm in a Night Court	Very Good	10	8/28/37
Salt Shakers	Just Filler	11	4/30/38
Skyline Revue	Entertaining	11	4/ 9/38
Sweet Shoe	Poor	11	12/18/37
CONDOR MUSICALS (13)			
Frozen Affair	Entertaining	10	8/28/37
Murder in Swingtime	Very Good	10	8/28/37
Prairie Swingaroo	Fair	10	12/ 4/37

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
DISNEY CARTOONS (18) (Tech.)			
MM-Mickey Mouse—SS-Silly Symphony—DD-Donald Duck			
Boat Builders (MM)	Excellent	7	2/12/38
Clock Cleaners (MM)	Excellent	8½	7/31/37
Donald's Better Self	Swell	8	2/26/38
Donald's Nephews (DD)	Swell	8	4/ 9/38
Donald's Ostrich (DD)	Terrific	9	10/23/37
Fox Hunt (DD)	Okay	8	6/18/38
Good Scouts (DD)	Excellent	8	6/18/38
Hawaiian Holiday (MM)	Swell	8	7/31/37
Lonesome Ghosts (MM)	A Howl	9	10/23/37
Mickey's Parrot (MM)	Excellent	8	9/ 3/38
Mickey's Trailer (MM)	Very Good	8	4/23/38
Moth and the Flame	Excellent	8	3/19/38
Old Mill (SS)	Excellent	9	10/23/37
Pluto's Quinpuplets (MM)	Very Funny	8½	10/30/37
Polar Trappers (DD)	Excellent	8	6/ 4/38
Self-Control (DD)	Very Good	8	1/22/38
Whalers (MM)	Swell	8	9/ 3/38
Wynken, Blynken and Nod (SS)	Excellent	8	4/30/38
EDGAR KENNEDY (6)			
Ears of Experience	Very Funny	18	1/ 1/38
Edgar and Goliath	Good	20	11/27/37
False Roomers	Average	17	2/12/38
Fool Coverage	Fairly Good	20	7/ 2/38
Kennedy's Castle	A Howl	17	4/30/38
Morning Judge	A Riot	17	9/25/37
HEADLINERS (3)			
Music Will Tell	Excellent	18	1/ 1/38
Picketing for Love	Entertaining	17	6/ 4/38
Trailing Along	Fair	16	10/ 9/37
LEON ERROL (6)			
Berth Quake	Funny	16	4/ 9/38
Dummy Owner	Good Laugh	19	1/ 1/38
His Pest Friend	Pretty Good	18	2/12/38
Jitters	Great Fun	19	6/18/38
Rented Riot	A Howl	17	10/30/37
Should Wives Work	Entertaining	20	10/16/37
PATHE PARADE (7)			
No. 1	Fair	13	9/25/37
No. 2	Interesting	11	11/20/37
No. 3	Interesting	10	1/22/38
No. 4	Interesting	10	2/26/38
No. 5	Interesting	10	3/26/38
No. 6	Very Good	10	5/28/38
No. 7		10	Not Rev.
RADIO FLASH (3)			
Many Unhappy Returns	Fair	17	10/23/37
Photografter	Amusing	15	6/18/38
Stupor-Visor	Fair	17	1/22/38
RADIO MUSICALS (3)			
Harris in the Spring	Fair	20	1/ 1/38
Russian Dressing		16	Not Rev.
Twenty Girls and a Band	Good	18	1/22/38
SMART SET (3)			
Buckaroo Broadcast	Entertaining	20	2/26/38
Hunting Trouble	Amusing	16	8/ 6/38
Rhythm Wranglers	Good Music	19	11/27/37
SPECIAL (1)			
Quintupland	Very Entertaining	19	2/26/38
SPORTSCOPES (9)			
Bit and Bride	Fine	10	5/14/38
Brother Golfers	Interesting	10	8/13/38
Flying Feathers	Fairly Good	9½	6/25/38
In the Swim	Entertaining	10	2/26/38
Pinehurst	Instructive	9	5/14/38
Swinging Mallets	Very Good	10	4/ 2/38
Underwater	Excellent	9	6/ 4/38
White Magic	Entertaining	10	2/12/38
Windward Way	Very Good	10	3/19/38

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DISNEY CARTOONS (18) (Tech.)			
Brave Little Tailor	Great	9	9/ 3/38
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ		8	Not Rev.
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	19	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
Inside the Maginot Line	Excellent	20½	10/29/38
Uncle Sam-Good Neighbor	Good	18½	11/26/38
Refugee—Today & Tomorrow	Tops	17	12/24/38
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue Of
NU-ATLAS MUSICALS (13)			
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone		16	Not Rev.
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

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ADVENTURES OF A NEWSREEL CAMERAMAN (6)			
Bone Bender Parade	Amusing	11½	8/ 7/37
Filming Modern Youth	Good	8½	10/ 2/37
Filming Nature's Wonders	Interesting	8½	12/ 4/37
Laughing at Fate	Exciting	10	10/30/37
Motor Maniacs	Thrilling	10	8/14/37
Trailing Animal Stories	Entertaining	9	1/15/38
ALONG THE ROAD TO ROMANCE (6)			
Dude Ranch		9	Not Rev.
Italian Libya	Interestingly Told	10	12/ 4/37
Land of the Maple Leaf	Interesting	9½	12/18/37
Mexican Mural	Interesting	9	8/14/37
Modern Dixie	Splendid	10½	2/12/38
Portraits of Portugal	Very Interesting	10	8/ 7/37

1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam		10	Not Rev.
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Chris Columbo	Good	7	8/20/38
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G Man Justice		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary In the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Jerusalem	Outstanding	10	10/ 8/38
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1937-38

GOING PLACES (13)			
No. 40	One of the Best	9	11/27/37
No. 41	Fairly Good	9	11/20/37
No. 42	Interesting	9	12/25/37
No. 43	Dull	9	12/25/37
No. 44	Satisfactory	10	1/29/38
No. 45	Satisfactory	9	2/19/38
No. 46	Interesting	10	3/ 5/38
No. 47	Very Interesting	10	3/26/38
No. 48	Excellent	9	4/ 2/38
No. 49	Interesting	9	5/ 7/38
No. 50	Excellent	9	4/23/38
No. 51	Good	10	6/ 4/38
No. 52	Very Good	10	6/25/38

UNIVERSAL (Continued)

	Comment	Running Time	Reviewed Issue of
MENTONE MUSICALS (13) (TWO REELS)			
All Aboard	Poor	17	10/23/37
Down on the Barn	Fair	17	2/19/38
Fits and Benefits	Fairly Good	20	8/20/38
Hawaiian Capers	Poor	19	9/ 4/37
High-Jack 'N' the Show	Fairly Entertaining	17	4/23/38
Latin Hi-Hattin'	Pretty Good	20	4/ 9/38
Music and Flowers	Average	17	5/ 7/38
Oh Say Can You Hear	Fairly Good	15	12/11/37
Rhapsody in Zoo	Novel and Diverting	15½	12/11/37
Show for Sale	Fair	21	10/23/37
Somewhere in Paris	Entertaining	18	3/ 5/38
Stars in Stripes	Excellent	18	7/ 2/38
Teddy Bergman's Bar-B-Q	Good	17	9/ 4/37
OSWALD CARTOONS (26)			
Barnyard Romeo	Good	7	8/20/38
Big Cat and the Little Mousie	Cute	7	10/15/38
Cheese Nappers	Fairly Good	7	6/25/38
Dumb Cluck	Average	7	12/11/37
Feed the Kitty	Fairly Amusing	7	4/ 2/38
Football Fever	Just Fair	7	11/27/37
Ghost Town Frolics	Fair	7	9/24/38
Happy Scouts	Amusing	7	7/ 2/38
Hollywood Bowl	Fair	7	11/19/38
Keeper of the Lions	Fair	7	10/23/37
Lamplighter		7	Not Rev.
Lovesick	Poor	7	10/ 9/37
Man Hunt	Very Amusing	7	3/ 5/38
Mechanical Handy Man	Fair	8	10/30/37
Mysterious Jug	Fairly Amusing	7	12/11/37
Movie Phoney News		7	Not Rev.
Nellie, the Indian Chief's Daughter	Okay	7	6/ 4/38
OSWALD CARTOONS (Cont.)			
Nellie, the Sewing Machine Girl	Pretty Good	7½	4/16/38
Pixie Land	Good	7	9/24/38
Problem Child	Average	7	5/14/38
Queen's Kittens		7	Not Rev.
Silly Seals	Almost As Silly	7	8/20/38
Tail End	Fair	7	5/ 7/38
Trade Mice		7	Not Rev.
Voodoo in Harlem	Novel	7	6/25/38
Yokel Boy Makes Good	Very Amusing	7	2/19/38
SPECIAL (3)			
Breathless Moments	Thrilling	20	3/ 5/38
Hollywood Screen Test	Excellent	20	7/24/37
STRANGER THAN FICTION (13)			
No. 40	Okay	9	9/11/37
No. 41	Interesting	9	10/ 2/37
No. 42	Fair	9	10/ 2/37
No. 43	Interesting	9	11/27/37
No. 44	Good	9	12/11/37
No. 45	Okay	9	2/19/38
No. 46	Interesting	10	2/19/38
No. 47	Good	10	3/26/38
No. 48	Interesting	9	4/ 2/38
No. 49	Very Good	9	4/16/38
No. 50	Diversified	9	4/30/38
No. 51	Good	9	6/ 4/38
No. 52	Fascinating	9	6/25/38

1938-39

GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Wild and Bully	Diverting	19	2/11/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Cat and Bell	Okay	7	9/24/38
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Nuts		7	Not Rev.

VITAPHONE-WARNER 1937-38

BROADWAY BREVITIES (30)			
Calling All Kids	Fast and Funny	18	11/20/37
Candid Kid	Entertaining	10	2/19/38
Doctor Cupid	Passable	20	9/11/37
Forget Me Knots	Fair	20	5/14/38
Got a Match	Poor	20	4/ 2/38
Here's Your Hat	Very Good	21	12/ 4/37
Hold That Ball	Poor	21	4/30/38
Little Me	Fair	20	3/ 5/38
Littlest Diplomat	Fair (Tech.)	19	9/11/37
Man Without a Country	Excellent (Tech.)	21	10/16/37
My Pop	Funny	22	7/ 9/38
One on the House	Entertaining	20	1/ 8/38
Out Where the Stars Begin	Swell (Tech.)	19	4/23/38
Postal Union		21	Not Rev.
Prisoners of Swing	Good Fun	21	6/ 4/38
Rainbow's End	Entertaining	20	6/25/38
Rise and Sing	Entertaining	20	6/11/38
Romance of Louisiana	Excellent (Tech.)	21	11/13/37
Romance Road	(Tech.)	19	Not Rev.

(Continued on next page)

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (Cont.)			
Script Girl	Entertaining	20	1/15/38
Sons of the Plains	Excellent (Tech.)	19	7/23/38
Starlets	Clever Kids	20	11/20/37
Stocks and Blondes	Amusing	20	5/ 7/38
There Goes the Bride	Pretty Good	20	12/10/38
Toot Sweet		21	Not Rev.
Under the Wire	Fair	20	3/26/38
Up in Lights	Very Good	21	11/ 5/38
Ups and Downs		20	Not Rev.
Waiting Around	Funny	20	2/26/38
Wedding Yells	Funny	21	12/25/37
COLORTOUR ADVENTURES (13)			
Crossroads of the Orient	Fairly Interesting	10	3/26/38
Hermit Kingdom	Dull	10	8/20/38
India's Millions	Very Good	10	1/15/38
Isles of Enchantment	Interesting	10	7/ 2/38
It's Work	Very Good	10	10/30/37
Land of the Kangaroo	Poor	10½	11/13/37
Long Bright Land	Entrancing	11	9/11/37
Malayan Jungles	Interesting	10	2/ 5/38
Mechanix Illustrated	Fascinating	10	7/23/38
Mysterious Ceylon	Dull	10	10/23/37
Pearl of the East	Satisfactory	10	4/30/38
Teradjo Land	Good	10	4/ 9/38
What the World Makes		10	Not Rev.
LOONEY TUNE CARTOONS (16)			
Case of the Stuttering Pig	Swell	7	10/16/37
Injun Trouble		7	Not Rev.
Porky and Daffy	Very Amusing	7	7/30/38
Porky at the Crocadero	Good	7	1/15/38
Porky's Double Trouble	Swell Carteon	7	11/20/37
Porky's Five and Ten	Amusing	7	4/23/38
Porky's Hare Hunt		7	Not Rev.
Porky's Hero Agency	Excellent	7½	12/ 4/37
Porky's Party	Fair	7	6/ 4/38
Porky's Phoney Express	Good	7	2/26/38
Porky's Poppa	Good	7	1/ 8/38
Porky's Spring Planting	Good	7	7/ 9/38
Porky the Fireman	Good	6	6/25/38
Rover's Rival		7	Not Rev.
What Price Porky	Entertaining	7	3/ 5/37
Wholly Smoke		7	Not Rev.
MELODY MASTERS (18)			
Don Bestor	Average	10	7/ 2/38
Milt Britton	A Riot	11	10/16/37
Carl Hoff	Entertaining	10	2/12/38
Mal Hallett	Fair	9	10/16/37
His Busy Day	Peppy	10	8/27/38
Arnold Johnson	Different	10	9/11/37
Henry King & Orchestra	Very Good	11	12/18/37
Clyde Lucas	Fair	10	5/21/38
Enrico Madriguera	Good	10	1/29/38
Benny Meroff & Oreh	Fair	10	2/26/38
Carl "Deacon" Moore	Good	10	4/16/38
Russ Morgan		10	Not Rev.
Mike Reilly	Hot Stuff	10	4/ 2/38
Freddie Rich	Good	10	4/30/38
Jan Rubini	Different	10	11/20/37
Rubinoff and His Violin	Diverting	10	4/ 9/38
Saturday Night Swing Club	Peppy	10	5/28/38
Sin-Copation	Average	10	1/15/38
MERRIE MELODIES (20) (Tech.)			
A-Lad-In Bagdad	Swell	7	8/27/38
Cinderella Meets Fella	Clever	7	7/23/38
Cracked Ice		7	Not Rev.
Daffy Duck and Egg-head	Fair	7	12/25/37
Have You Got Any Castles?	Swell	7	6/11/38
Isle of Pingo-Pango	Great	7	5/28/38
I Wanna be a Sailor		7	Not Rev.
Jungle Jitters	Tops in Entertainment	7	2/ 5/38
Katnip Kollege	Okay	7	5/28/38
Lyin' Mouse	Good	7	10/16/37
Little Red Walking Hood	Clever	7	11/20/37
Love and Curses	Excellent	7	7/ 2/38
Major Lied 'Til Dawn	Excellent	7	8/20/38
My Little Buckaroo	Very Clever	7	1/22/38
Now That Summer Is Gone	Entertaining	7	5/21/38
Penguin Parade	Peppy	7	4/10/38
September in the Rain	Very Good	8	12/18/37
Sneezing Weasel	Very Clever	7	2/20/38
Star Is Hatched	Amusing	7	4/ 2/38
Woods Are Full of Cuckoos	Swell Burlesque	8	12/ 4/37
PICTORIAL REVIEWS (12)			
No. 1	Interesting	10	9/11/37
No. 2	Fair	10	10/30/37
No. 4	Interesting	10	11/ 6/37
No. 3	Fair	10	12/ 4/37
No. 5	Interesting	11	2/ 5/38
No. 6	Entertaining	10	1/29/38
No. 7	Excellent	10	2/26/38
No. 8	Excellent	10	4/ 9/38
No. 9	Good	10	4/23/38
No. 10	Average	10	6/ 4/38
No. 11	Interesting	11	7/ 9/38
No. 12	Diversified	11	8/20/38
TRUE ADVENTURES (13)			
Alibi Mark	Dramatic	13	12/25/37
Attic of Terror	A Hit	12	9/ 4/37
Bolted Door	Exciting	13	2/ 5/38
Danger—High Voltage	Tops in Excitement	14	12/11/37
Dear Old Dad	Gripping	12	4/16/38
Dream Comes True	Good	10	6/ 4/38
Fighting Judge	Very Good	11	7/ 2/38
Hit and Run	Splendid	12	2/26/38
Night Intruder	Gripping	14	7/23/38
Playing With Danger	Gripping	13	11/27/37
Shop Girls' Evidence	Fair	10	3/26/38
Trapped Underground	Gripping	13	8/27/38
Wanderlust	Very Good	13	5/14/38
VITAPHONE VARIETIES (12)			
Alibi Time	Very Entertaining	11	2/ 5/38
Juggling Fool	Excellent	10	5/21/38
Mr. and Mrs. Jesse Crawford	Fair	10	4/ 2/38
Neckin' Party (Reissue)	Timely	11	9/11/37
Puppet Love	Pleasing	10	9/18/37
Roping 'Em Alive	Exciting	10	10/16/37
Ski Flight	Excellent	10	1/22/38
Swing Cat's Jamboree	Yes and No	8	7/ 9/38
Unreal Newsreel	Just Fair	9	1/15/38
Vitaphone Capers	Just Vaudeville	10	6/18/38
Vitaphone Frolics	Just Vaudeville	11	11/20/37
Vitaphone Gambols	Fair	10	3/12/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
1938-39			
BROADWAY BREVITIES (24)			
Bearder Trouble		17	Not Rev.
Campus Cinderella	Very Good	18	9/17/38
Cleaning Up		17	Not Rev.
Hats and Dogs		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent (Tech.)	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Dec	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky In Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon	Fair	7	12/17/38
Blue Barron		10	Not Rev.
Larry Clinton		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation		3/ 4/39
Music With a Smile	Lively and Peppy	10	7/23/38
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) Tech.			
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Prest-o Change-o	Good	7	4/ 8/39
MERRIE MELODIES (26) Tech. (Cont.)			
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Robinhood Makes Good	Diverting	7	3/ 4/39
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
VITAPHONE VARIETIES (12)			
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
River, The (U. S. Doc. Films) Dist. by Par.	Outstanding	31	1/ 8/38
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

	No. Chaps.	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Secret of Treasure Island	15 Chaps.	4/ 2/38
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Dick Tracy Returns	15 Chaps.	8/ 6/38
Fighting Devil Dogs	12 Chaps.	5/28/38
Lone Ranger Returns	15 Chaps.	2/18/39
Hawk of the Wilderness	12 Chaps.	11/26/38
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Flaming Frontiers	15 Chaps.	6/ 4/38
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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WE GUARANTEE 30 to 40 percent more light on your screen!!! "Brite-Light" Shutters gives whiter, brighter and clearer pictures. Best built shutter on market for Powers, Simplex, Kaplan, rear or front; NEW PRICE EACH $6, prepaid anywhere! "Servicing Charts" handbook, covering all equipments, on sound $1.00. (Subscribe Today for our sound service via mail. We keep your sound & projection perfect! This service only $2 year. We tell you, via mail, in simple, understandable words and pictures, how to Service your sound-projection.) Thousands of satisfied customers. WESLEY TROUT, Consulting Engineer, Box 575, ENID, OKLAHOMA.

THEATRE FOR LEASE

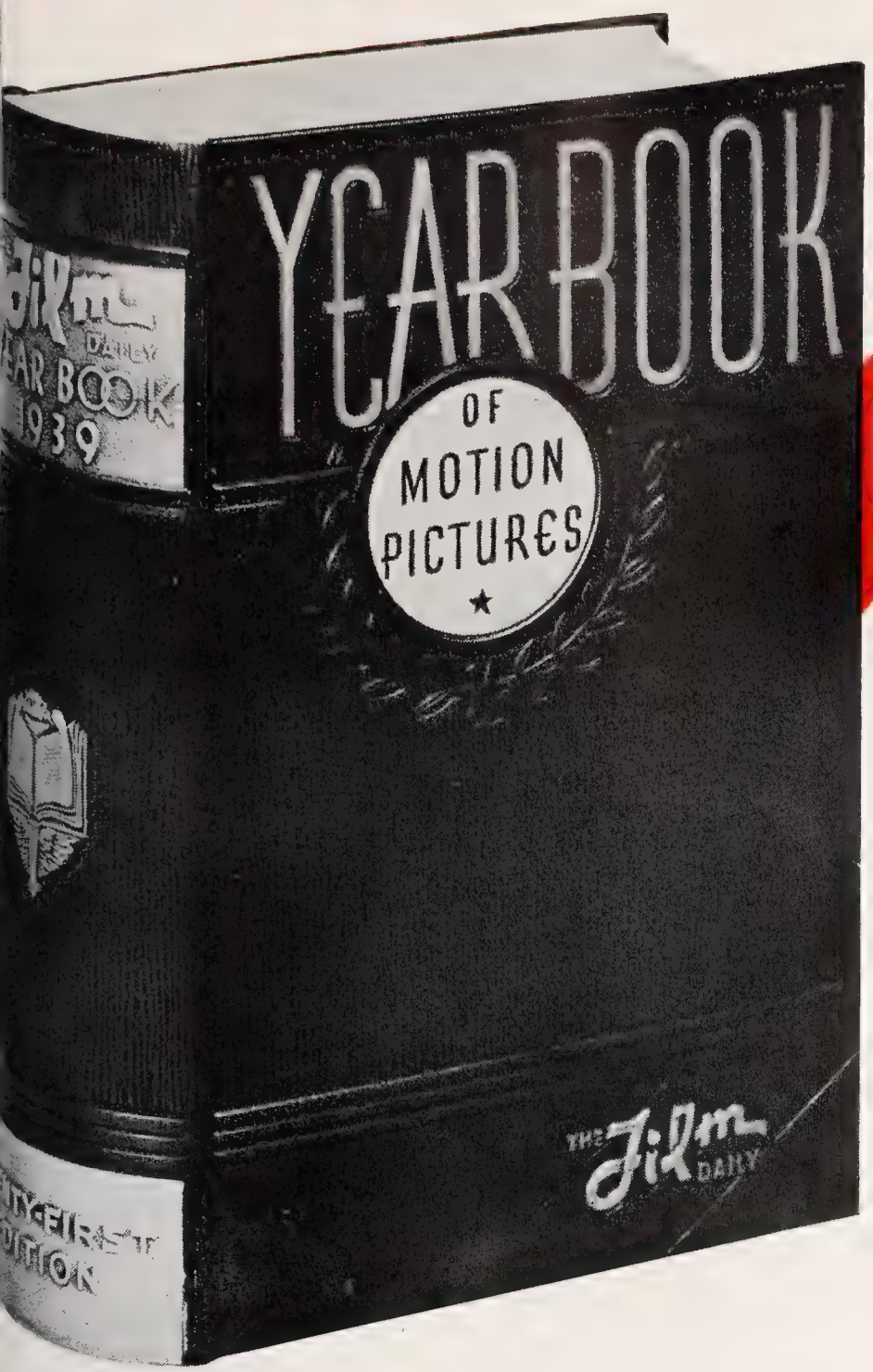
PICTURE THEATRE—FOR LEASE, in a good Town. Rent Reasonable. W. H. Patterson, Lynchburg, Ohio.

PRINTED AT THE PLANT OF HUGHES PRINTING CO., EAST STROUDSBURG, PA.

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To All FILM DAILY Subscribers—

"The most valuable book of motion picture information obtainable!"



Over 1200 Pages
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Subscribers to the Film Daily are now receiving their 1939 Film Year Book, of which there is no equal.

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A complete list of theaters in the U. S. A.

The names of all features released in 1938 together with all credits.

A showman's manual section which is the most up-to-date compendium of stunts, tieups, etc., that can be obtained from live showmen who have found them practical.

Legal points and decisions of importance to everyone.

The work of producers, directors, cameramen, authors, etc., for the past two years.

The financial picture of the major companies.

Personnel of production and distribution companies.

Distribution percentage tables.

The foreign markets.

Equipment Buying Guide of great importance.

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Subscribers to the Film Daily receive the FILM DAILY, filmdom's leading daily trade paper, five days a week, for a full year—short subject editions four times a year—one mammoth special edition every summer plus the FILM YEAR BOOK which is unequalled in value—information—advertising and considered the Recognized Standard Reference Book of the motion picture industry, all for only $10 per year.

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The paper that has been serving the motion picture industry for the past twenty years with live news, intelligent reviews and constructive editorials.

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Gentlemen:

Please enter my subscription to the FILM DAILY SERVICE, and send my 1939 YEAR BOOK as soon as it is off the press. I enclose my check for $10.00 (Foreign subscription, $15.00).

Name: .....

Street: .....

City: ..... State: .....

DATED FOR *Easter* FROM COAST TO COAST

...Korda's Exploitation Special That Gives a Lightning Response To Stepped-Up Showmanship With Record-Cracking Crowds!



OPENING FOR THE BIG HOLIDAY PLAYING TIME AT—

Four Star, **LOS ANGELES**
indefinite run starting April 8th

Globe, **NEW YORK CITY**
long run engagement starting April 8th

Balaban & Katz Garrick, **CHICAGO**
starting April 7th

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starting April 8th

Loew's Stillman, **CLEVELAND**
starting April 7th

Warner's Roger Sherman, **NEW HAVEN**
starting April 12th

CORINNE LUCHAIRE in PRISON *without* BARS



HARTFORD CALLING...

Dan Finn of Warner Bros. on the wire to say that an hour after "Prison Without Bars" opened at the Strand, the theatre was filled, 200 were standing, lobby was jammed and sidewalk line measured a full block. (Hats off to John Hesse for his great showmanship in starting the Strand campaign 8 DAYS IN ADVANCE)

[New season's highs established at the Great Lakes, Buffalo; Avon, Utica; Regent, Elmira; Ritz, Albany and RKO Albee, Providence]

with

EDNA BEST · BARRY BARNES

MARY MORRIS • LORRAINE CLEWES • SALLY WISHER

Directed by **BRIAN DESMOND HURST**

Associate Producer **IRVING ASHER**

RELEASED THRU UNITED ARTISTS

P.S. Did you see that great 3-page publicity break in Life Magazine that pre-sold the picture in 1,900,000 homes?

©CIB 412635
APR 17 1939

SHOWMEN'S

MOTION PICTURE

Trade Review

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

Man of Conquest
Back Door to Heaven
The Lady's From Kentucky
Frontier Pony Express
The Family Next Door
Double Crime In the Maginot Line

April 15, 1939
Vol. 30 No. 12

Entered as second class matter at the Post Office at East Stroudsburg, Pa., under the Act of March 3, 1879.
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SINGLE COPIES — 10 CENTS



F. J. A. McCARTHY

Eastern Division Sales Manager for Universal Pictures who leads his forces into Cincinnati on April 15 where the first of three regional sales meetings will begin under the direction of William A. Scully.



Letters from your patrons! Hundreds of thousands write in for photos and literature. They watch for Leo's gay message each month.



"It reaches more than 46 million readers monthly!"

"EVERY MONTH I CHAT WITH ALL YOUR CUSTOMERS!"

Here's the next issue of M-G-M's popular LION'S ROAR column, the fastest-growing column in America. It is typical of the breezy message which appears in a special preferred position monthly in leading national magazines: Cosmopolitan, Redbook, Time, Look, Liberty, American, College Humor, Parents' Magazine, McCall's. Ask your M-G-M representative to show you the national publishers' scientific survey of how this and other M-G-M advertising covers your community and pre-sells the attractions of The Friendly Company.

METRO-GOLDWYN-MAYER'S

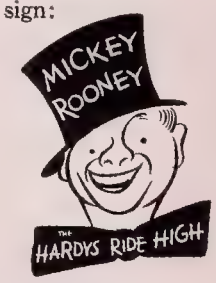
LION'S ROAR

Published in this space every month — The greatest star of the screen!

Has Judge Hardy's delightful family dropped in on you yet? If by chance they haven't, why don't you drop in on them?

★ ★ ★ ★

You'll know they're in town when you see this sign:



HERE'S A CHALLENGE. Mickey Rooney (himself . . . not a stand-in) will write a congratulatory letter to the five best copiers of the above drawing. Mickey's letters are very personal. So send yours (don't make it too big) to Leo, M-G-M Studios, Box O, Culver City, Cal. We are the final judges . . . all drawings become our property . . . none will be returned.

★ ★ ★ ★

All who send in drawings but don't win one of Mickey's personal letters will receive (with our compliments) The Screen Forecast, giving all the inside dope about coming Metro-Goldwyn-Mayer attractions, of which there are many.

★ ★ ★ ★

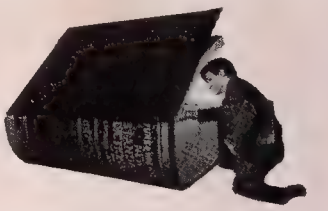
And one of the most attractive of the attractions brings together Claudette Colbert and James Stewart in a Van Dyke-directed opus entitled "It's a Wonderful World."

★ ★ ★ ★

No matter what your opinion of the world may be, you won't deny that it's a wonderful picture.

★ ★ ★ ★

In addition to Claudette and James, Guy Kibbee, Frances Drake, Edgar Kennedy, Ernest Truex are in the cast.



HE'S LOOKING FOR A BIGGER WORD THAN COLOSSAL! (Above is a portrait of the M-G-M representative who will acquaint your favorite theatre with information about the new season pictures. M-G-M is the leading motion picture company in the world. The season coming to a close has been the best in its history. But the new season's line-up is considered the last word in screen entertainment. Again—write for The Screen Forecast.)

★ ★ ★ ★

Early in June we shall all say a gay hello to "Good-Bye Mr. Chips." Our scouts report that Robert Donat's performance is his best ever, and director Sam Wood's screen translation of the James Hilton novel is perfection.



★ ★

WIZARD OF OZ

(*More rhythmic notes*)

THE TIN WOODMAN

(*Jack Haley*)

The woodman with his blade so trusty
Must yield to oiling daily,
For when he weeps his joints get rusty.
Oh, Jeeper Weeper Haley!

(*To be continued*)

★ ★ ★ ★

May also comes in like a lion.

—*Leo*

The Editorial Page

Neely Bill Hearings

No one reading the statements made before the Committee can help but agree that the arguments advanced by Sidney Kent, William Rodgers and George Schaefer were far more substantial and convincing than those advanced by the supporters of the Bill.

Unfortunately, the vast majority of independent exhibitors who are supposed to derive so much benefit from the passage of the Bill cannot journey to Washington to express themselves. Thus far only Allied and a group of organizations with no investment or important connection in the exhibition field, have been speaking on behalf of the measure.

It is no secret that the Neely Bill has been used and abused for purposes far and beyond the relief the Bill is supposed to bring. As a matter of fact its proponents and their dubious army of supporters appear to be waging a battle against the industry rather than on behalf of a piece of legislation.

But then Allied stated distinctly, at one of its conventions, that it was out to give the majors all the grief it could via legislation and lawsuits. Overlooking the fact that in so doing it may be kicking its members in the shins.

Just in case you missed it on previous occasions may we reiterate that in our opinion the Neely Bill is NOT good legislation for our industry and is apt to cause much havoc in the distributing system in many ways not the least being the basic cost of film rental to the independent exhibitor. And if the proponents want to accuse us of being subsidized because we say this then tell 'em to go ahead.

△ △ △

Trade Pact Progresses

Discussion of the Neely Bill always brings us to the Trade Pact Draft. And indications thus far on the latest draft show far more satisfaction on the part of exhibitors than with the earlier ones.

It certainly approaches something really resembling a desire to eliminate the troublesome practices of the industry insofar as it affects the exhibitor and distributor and give definite encouragement that further negotiations will ultimately bring about a complete elimination of any practices that might be construed as unfair to either side of the argument.

STR is convinced that the draft in its present form should be accepted with the provision that negotiations are to continue on those portions of the draft which are not entirely satisfactory until an understanding, agreeable to the exhibitors, is reached.

No one in his right mind can claim that real concessions haven't been made by the distributors. But we must not lose sight of the fact that the evils developed over a long period of years and cannot be eradicated or adjusted overnight.

△ △ △

A Motion Picture Exposition

We rather like the idea of a Motion Picture Exposition as will be offered in conjunction with the New York Allied's Convention.

If memory serves us correctly there were several such Expositions about 25 years ago. All the producers, distributors, equipment manufacturers and dealers participated and as we recall, the public flocked to them by the thousands. One was held in the old Madison Square Garden and the others in Grand Central Palace.

As a means of promoting public goodwill and a closer understanding of the industry, an Exposition could be arranged for every key city in the United States. This, in conjunction with an intelligent advertising campaign, could do wonders for the industry both in cementing a better understanding as well as stimulating interest in the nation's theatres where the pictures play.

We hope the New York Exposition will point the way for this suggestion.

△ △ △

A New STR Service

Commencing in this issue, STR will convey weekly a digest of production and product information which should be important to theatremen everywhere.

Each week you will be able to know exactly what pictures are in production or in process of editing and thereby be in a position to anticipate forthcoming product. This is especially important for theatres, both circuit and independent, who must anticipate their future bookings far in advance.

As in all other STR service departments, this one also was suggested by theatremen. And, as in the past, it is just a matter of time before you will find this idea imitated or duplicated by the other weekly trade journals.

If additional information is desired or the presentation of this material is not exactly as you want it, please let us know so that we can bring it to its greatest efficiency in the shortest possible time.

—*"CHICK" LEWIS*

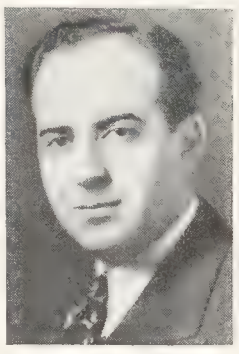
Universal Prepares Program For First Regional Meeting

Agenda Announced For Cincinnati Group; Details of Product Next Week

Universal executives were busy this week working on plans for the three regional meetings which the company will hold, the first of which in Cincinnati will begin this Saturday. At that time William A. Scully, general sales manager, will reveal details of the company's 1939-40 program which will consist of 40 feature pictures to be made by Universal, three to be made by Harry Edington for Universal release, seven outdoor features co-starring Richard Arlen and Andy Devine and seven Westerns starring Johnny Mack Brown. In addition to the features there will be four serials, 52 single reel shorts, 13 two reelers and one three reel subject besides the regular semi-weekly issues of Universal News.



Nate Blumberg



Matthew Fox

Saturday's meeting in Cincinnati will be opened by Scully, who will give a resume of current product, both of the season just ending and for the season soon to begin. The sessions will be held in the Netherland Plaza Hotel. Sunday's session will begin with a screening of "The Mikado", special release made in England, at 10 A.M.



William A. Scully

After that the delegates will see screen tests of several newcomers who will appear in Universal Pictures next season. The product announcement itself will be made on Sunday afternoon and will be followed by the awarding of prizes to bookers for contests this season.



Cliff Work

Monday's sessions will be devoted to individual managers' meetings. The Convention will close at 4:00 P.M. to allow executives to catch a train for Chicago where sessions will begin the following day.

Among the speakers at the three day meeting will be President Nate Blumberg, F. J. A. McCarthy, eastern division sales manager; William J. Heineman, western division sales manager; Joseph H. Seidelman, foreign sales manager; Louis Pollock, eastern director of advertising and publicity and Sales Manager Scully.

Although no actual titles have been revealed as yet, it is known that Universal will have many stars on its new season's program who have never before made pictures for the company. It has already been announced that W. C. Fields and Charlie McCarthy will make another picture for the company. Deanna Durbin will certainly be slated for at least two pictures, although she is due to make another one for release this season, "That Certain Age" having been released in the 1937-38 season and "Three Smart Girls Grow Up" being the only Durbin film for release so far in the 1938-39 season.

STR will carry the full line of pictures and stars in next week's issue.

Visiting A Studio



Mr. and Mrs. Harry Britwar of Prudential Theatres, of Long Island, take a "Busman's holiday" during their Florida vacation by visiting the Fleischer studios, where they had preview glimpses of "Gulliver's Travels", Technicolor feature length cartoon, to be released by Paramount.

SHORT ON ROGERS DRIVE IS READY

Theatres Enrolled Will Get Subject Gratis

Production on "For Auld Lang Syne", short subjects for this year's observance of Will Rogers' National Theatre Week, which begins April 20, has been completed, according to Major L. E. Thompson, RKO executive and chairman of the campaign. The stars include Spencer Tracy, Deanna Durbin, Lowell Thomas, Robert E. Sherwood and Raymond Massey. The film was produced with the cooperation of MGM, 20th-Fox, RKO, Universal and Warner Bros.

Harold Rodner, WB executive, supervised the Coast sequences, while A. P. Waxman, campaign director, supervised those filmed in the East. Eastman Kodak (J. E. Brulatour), Dupont-Pathe, and Filmex-Gevaert contributed the raw stock. National Screen Service will handle the shipping of all prints, which will be furnished gratis to all exhibitors who enroll their theatres to take collections from the audience.

Orders can be placed with any branch manager or salesman in any enchange center.

ITOA OKAYS TRADE DRAFT

Makes Reservations On It, However

TO FIGHT DUAL BILLS

The ITOA of New York approved the new Trade Practice Draft at a meeting this week "with reservations." Characterizing it as a step in the right direction, the group named four essential issues which it said were either omitted from the draft or were inadequately set forth. At the same time the group decided on an increased campaign against double features.

Most of the ITOA objections to the new draft were in regard to its arbitration provisions, relating to what shall be subject to arbitration. Another bone of contention with the ITOA is its belief that the distributors should be prohibited from re-allocating a picture, once an allocation has been made.

O'Connor to Coast To Inspect Product

John J. O'Connor, vice president and general manager of RKO Theatres, left last week for Hollywood where he will inspect next season's product in the making and install Charles Koerner, division manager, in Los Angeles. Enroute, going and coming, O'Connor will stop off at some of the principal cities in which RKO has theatres.

SHOWMEN'S MOTION PICTURE Trade Review

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Editor and Publisher

TOM KENNEDY Associate Editor
HAROLD RENDALL Advertising Mgr.
ROBERT WILE Managing Editor

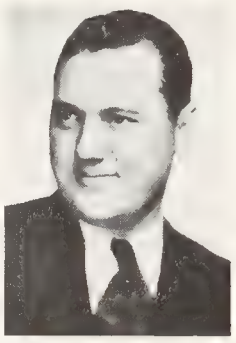
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Hollywood, Cal., Tel. HOllywood 1390

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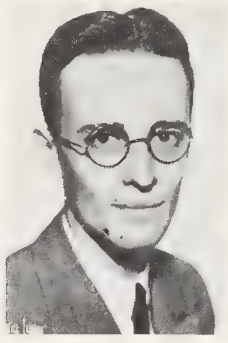
FOREIGN REPRESENTATIVE
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Hyde Park, W., London, Eng.

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Among those who will attend all or some of Universal's three regional meetings are those pictured above. Left to right they are F. J. A. McCarthy, eastern division sales manager; William J. Heineman, western division sales manager; Joseph H. Seidelman, foreign sales manager; John Joseph, director of advertising and publicity and Louis Pollock, eastern advertising and publicity chief. Next meeting after Cincinnati is set for Chicago.

Kennedy's Korner

What interested Senators far more than the Neely Bill at the sub-committee hearing Tuesday was the published salary of Louis B. Mayer, ex-exhibitor who made good in Hollywood, and drew last year pay checks totaling more than all 96 Senators combined. What has been getting more play from columnists is the corking publicity idea of the Warner space-getters with that stunt about "Confessions of a Nazi Spy" and the deep, dark secrecy surrounding its filming—"even the publicity men can't see the stills" reported the latest "insider" in his column this week.

Standout happenings of the town this week included the opening of Repblic's regional meeting, which started Wednesday with a burst of enthusiasm set off by the bang-up job of hit-making done on "Man of Conquest". Also new angles put on older events and pictures. "Snow White" with French dialogue opened with Walt Disney himself as one of the patrons of the Waldorf. The Criterion is bringing back "Mutiny on the Bounty", and K. Hepburn's stage hit is making her a screen star again, with a local theatre reviving a group of her films.

Monogram proudly presented "Streets of New York" at a press showing Wednesday, followed by a luncheon, while Ray Johnston headed back from the Coast for a brief stay and conferences in New York. Paul Lazarus, Jr., took over the presidency of the AMPA Thursday—and here's wishing him the best for his term as top man of the ad get-togetherers of the town's film circles. And to conclude with a patriotic note, we'll be watching with interest that 13 weeks' Spyros Skouras drive of the National Theatres chain, which will stress the Americanism theme in newspaper, display and theatre decorations.

BONDY SIGNS ORDER

Action in RKO Reorg. Paves Way for New Company

The signing of an order of settlement in the RKO reorganization by Federal Judge William Bondy, which had been expected since April 3, marked the technical emergence of RKO from 77B and the Chandler Act. Proponents of the plan, it was learned, do not want an underwriting agreement now because of market conditions. Consummation of the plan is not intended for several months by the proponents, indicating that Atlas and its allies may wait until appeals have been settled.

Par. Pep Club Dance

Eli Dantzig's orchestra and several outstanding acts have been lined up by Bob Weitman for the Paramount Pep Club Dance to be held April 28 at the Hotel Astor.

COL. TO HAVE 3 SESSIONS

First Opens May 8 in Atlantic City

OTHERS IN CHICAGO, L. A.

Columbia's annual sales convention this year will be divided into three sessions, according to General Sales Manager Abe Montague. The meetings have been set for Atlantic City, May 8-11; Chicago, May 14-16, and Los Angeles, May 20-22. Jack Cohn will attend the Atlantic City meeting.

Montague will preside over all three sessions. Sales executives present at the Chicago and Atlantic City gatherings will be Rube Jackter, Louis Astor, Louis Weinberg and Max Weisfeldt. Nat Cohn, New York division manager, Sam Galanty, Mid-East division manager, Sam Moscow, Southern division manager, will head the delegations in Atlantic City; Phil Dunas, Mid-West division manager, Carl Shalit, Central division manager, will be at Chicago; and Jerome Safron, Western division manager, will be at Los Angeles.

In addition to home office executives and those named above, branch managers and the entire sales force in the respective territories will be present.

Ark. I.T.O. To Meet April 23-24

Annual convention of the Independent Theatre Owners of Arkansas has been definitely set for Sunday and Monday, April 23-24, at the Marion Hotel, Little Rock, Ark., it was announced this week by J. F. Norman, prexy.

Griffin on Coast For SMPE Meet

Herbert Griffin, vice president International Projector Corporation, is visiting West Coast Branches of the National Theatre Supply Company and will attend the Spring meeting of the Society of Motion Picture Engineers, Hollywood, California, April 17th to 21st.

Anti-Censorship Meeting April 20

Producers, exhibitors and the trade press will be represented at an anti-censorship meeting to be held April 20, 8:30 p.m., at the Hotel Astor. Louis Nizer, secretary of the New York Film Board of Trade, will preside.

Lee Balsly Resigns

Lee Balsly, ad sales manager at 20th-Fox, resigned this week to enter the theatre business with the R. R. Allison circuit in Cresson, Pa. He will be succeeded by Ed Hollander, who will have full charge of the operations of the ad sales department.

N. Y. PREVIEW MART—SEARS

Opening During Fair Will Help Films

SET "JUAREZ" CAMPAIGN

Predicated on the belief of Grad Sears, Warners' sales head, that with the opening of the New York World's Fair, New York will become virtually a world preview market, Warners will back the $2 run of "Juarez" at the Hollywood Theatre, where it is scheduled to open April 25, with a $100,000 advertising campaign, it was announced this week by S. Charles Einfeld, director of advertising and publicity.

On the angle that "times are what you make them," and in view of the critical situation abroad, it is Sears' further belief that it behooves the industry to stress the further intensive cultivation of the American field. Prestige from "Juarez" opening in time for World Fair visitors will be valuable to exhibitors everywhere, Einfeld pointed out.

The picture is not scheduled for national release until some time after the New York premiere.

Important Dates

April 15-17: Universal regional meet, Cincinnati.
April 17-21: SMPE Spring convention, Roosevelt Hotel, Hollywood.
April 18-20: U, regional meet, Chicago.
April 20-21: Republic regional meet, Chicago.
April 20-27: Will Rogers National Theatre Week.
April 22-24: Universal regional meet, San Francisco.
April 23-24: Ark. I.T.O. annual convention, Marion Hotel, Little Rock.
April 25-26: Republic regional meet, San Francisco.
April 28: Paramount Pep Club Dance, Hotel Astor.
May 4-6: Monogram convention, Drake Hotel, Chicago.
May 8-10: United Artists sales convention, Los Angeles.
May 8-11: Columbia regional meeting, Atlantic City.
May 14-16: Columbia regional meeting, Chicago.
May 20-22: Columbia regional meeting, Los Angeles.
May 21-27: Silver Jubilee of Morris Joseph, Universal branch manager at New Haven, Conn.
May 23-25: N. Y. Allied "World's Fair convention," Hotel Astor.
June 13-15: Allied National convention, Nicollet Hotel, Minneapolis.

Joseph Celebrates Jubilee May 21-27

Many exhibitors in the New Haven district plan a week of Universal features and shorts from May 21-27 in honor of Morris Joseph, U branch manager at New Haven, who will celebrate a quarter of a century of continuous service with that company.







The world premiere of Republic's "Man of Conquest" at the Majestic Theatre, Houston, Texas, on April 6, was one of the most important events in the history of that city. Caught by the camera at the airport in the photo at the left were R. J. (Bob) O'Donnell, managing director of the Interstate circuit (extreme left); Gail Patrick, feminine lead in the film (second from right) and Herbert J. Yates, Republic prexy (extreme right). Shown emerging from the theatre are Mrs. Richard Dix (left), O'Donnell, Richard Dix, featured player (in background) and Al Lever, city manager of Interstate. "Man of Conquest" has been held over for a second week at the Majestic, it is reported.

"Don't Hamper Films With An Unwise Law"—Schaefer

RKO Prexy Answers Charges of Proponents of Neely Anti-Block-Booking Bill

Washington—Appearing this week at his own request to answer charges made earlier by proponents of the Neely anti-block-booking and blind-selling measure, George J. Schaefer, RKO prexy, told the Senate Interstate Commerce sub-committee conducting hearings on the Neely bill here that the motion picture industry does not maintain it should be exempt from certain necessary legislation, but that it should not be singled out for burdensome legislation.

Schaefer declared the industry was making more good pictures than bad ones, and that the only hope for better pictures would be through better writers, better stories, better plays and better production rather than through a Neely bill. He stated that $500,000 had been expended by RKO for rights to "Abe Lincoln in Illinois" and "The American Way" and that both pictures before they are completed will cost $3,000,000. He denied assertions that "Snow White and the Seven Dwarfs" was not sold singly to exhibitors, but pointed out that it was "good business" for exhibitors who took all RKO product to have first-run privileges on the Disney film.

Statements that UA has operated successfully without block-booking were refuted by Schaefer, who declared that "UA has not sold a picture under the terms of a Neely bill and it would be impossible for it to do so, more than any other company."

Referring to testimony previously given by Nathan Yamins and Sidney Samuelson, former presidents of Allied States, Schaefer charged that "these men have been complaining for 11 years. Yamins has more theatres today than 11 years ago and now has an absolute monopoly in Fall River on product. Samuelson still has his monopoly in Newton, N. J., because he has the only theatre there. Samuelson has said that somebody dropped a load of bricks in his back yard and moved to block a license for an old opera house he is converting into a movie house. This wasn't done by us, but by an independent exhibitor who intended to build another theatre. Don't single us out for legislation while these men are effecting monopolies in their territories."

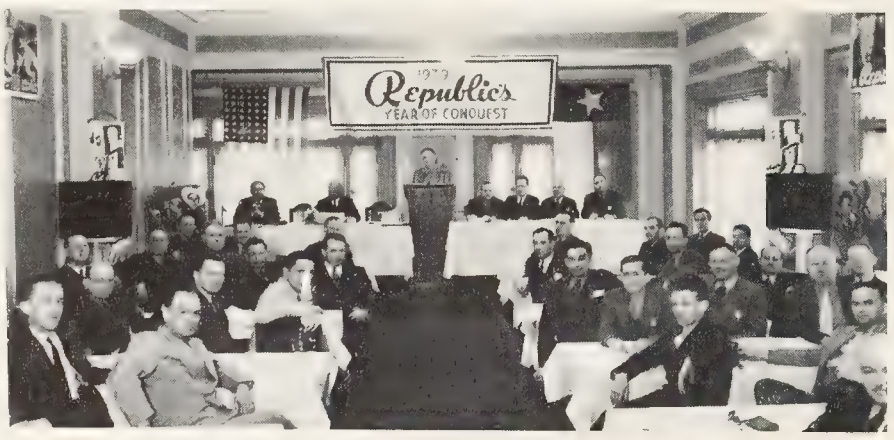
"Don't hamper the industry with unwise legislation," he concluded. He was followed by Ralph Block, former SWG prexy, who asserted that enactment of the Neely bill would demoralize production, and by Kenneth Thomson, SAG executive secretary, who said the bill's passage "would inevitably cause the closing of many theatres, curtailment of production and the consequent unemployment of the actors."

Speaking Thursday, Ed Kuykendall, prexy of the MPTOA, declared that "constructive solutions to our business problems has been hampered by legal interference, legal advice and legal interpretations of various court decisions." He said that although nearly everything about the motion picture business had been discussed by the Neely bill's proponents, the fact remained that "it is not seriously contended that the bill will ever cure anything but compulsory block-booking and blind selling."

"The exhibitors I represent oppose the Neely bill," he continued, because "we are convinced that the provisions of the bill as applied to our business under criminal penalties will do nothing but damage." The one solution, he said, was a selective contract containing an unconditional option to cancel a reasonable number of pictures out of each contract for any group of pictures.

Capitol Gets "Conquest"

The first Republic picture ever to play that house, "Man of Conquest" is scheduled to open April 27 at the Capitol Theatre on Broadway, it was announced this week by James R. Grainger, Republic president.



At Republic's Houston Meeting

On the dais left to right are William Saal, special representative; Herbert J. Yates, home office executive; Clair Hilgers, southern district manager; James R. Grainger, president of the company and general sales manager; Arthur Bromberg, southern franchise owner; Sol Davis, manager of the Oklahoma City exchange and B. F. Busby, manager of the Little Rock exchange.

N. Y. STRIKE IS SETTLED

Projectionists Back At Work Again

CONTRACT DATING SNAG

Following settlement of the I.A.T.S.E.—Local 306 projection room strike late Saturday night, New York exchange operations were back to normal this week.

A 15 per cent wage increase retroactive to September, 1937, in those instances where distributors had not put such an increase to effect earlier, was the net result of the strike. Its demand that two operators be hired in every exchange projection room, whether or not the rooms were in use, was lost by the union.

The only "hitch" to the signing of the agreement is a dispute as to the dating of the new contract granting a 15 per cent increase and a 35-hour week for the projectionists. According to the union, the pact should be dated Sept. 1, 1937; but exhibitors contend the agreement was to date the pact Sept. 1, 1938. It is possible that the point may be settled by arbitration.

SECOND REPUB. MEETING IN N. Y.

Delegates See Screening of "Man of Conquest"

The second of Republic's regional meetings was held at the Park Central Hotel in New York this week. The first was in Houston, Tex., last week. Virtually the same program was followed as in Houston with a screening of "Man of Conquest" for the delegates to the New York meeting. Those attending were as follows:

From New York: Herman Gluckman, Morris Epstein, Sidney Picker, D. Schmer, D. Black, A. Ricci and R. Fannon. From Boston: Herman Rifkin, M. E. Morey, Sam Seletsky, Jack Davis, Al Fecke, Jack Jennings and Charles Wilson. From New Haven: George Rabinowitz. From Washington: Sam Flax, Jake Flax, Morris Oletsky and Ed Martin. From Pittsburgh: Jas. H. Alexander, Sam Fineberg, Geo. Collins, H. Wheeler and L. Hanna. From Cleveland: Nat Lefton, Al Lefton, S. P. Gorrel, L. Mishkind, Al Gregg, F. Belles, J. Lefton and R. Norton. From Cincinnati: Max Margolis, G. Kirby, C. Weinberg and C. Littman. From Philadelphia: Max Gillis, F. Hammerman, G. Fishman, W. Karrer, N. Silverman and J. Lewis. From Toronto: A W. Perry and Paul Nathanson. From the Home Office: H. J. Yates, J. R. Grainger, G. C. Schaefer, Al Adams, H. LeVine, J. Bellman, Wm. Saal, J. O'Connell, A. L. Pindat, C. Jones, D. Whalen and H. Marcus.

Easter Holiday Biz Reported Good

Business during Holy Week and right through the Easter weekend was generally good along Broadway, and in some cases even better than last year, a checkup has revealed.

A STATEMENT OF POLICY AND AN ANNOUNCEMENT OF 1939-40 PRODUCT FROM 20TH CENTURY-FOX FILM CORPORATION

Without hysteria, without braggadocio, without making rash promises that we can never hope to fulfill, Twentieth Century-Fox proudly presents its program for the season 1939-40.

The company will release fifty-two pictures.

In the following pages, we list titles, stars, players and directors that will be used to make up our 1939-40 program.

The literary properties outlined are the most important ever offered by this company. From this list will be selected the pictures that will make up our next year's group.

In spite of their great merit, a certain percentage of our story properties will fail to develop, because there always has been and always will be a percentage that, in final form, will not reach up to Studio expectations and must be replaced or dropped.

This is a situation which is inherent in the production of motion pictures.

These hazards, these changes, these heartbreaking disappointments are realized only by the man who has to deal day by day with the actual problems of production, but they exist in our industry and they cannot be eliminated.

As to the casts, we list that group of personalities un-

der contract to this company and those already borrowed from the outside from whom these pictures will be cast.

Other deals of course will be made, other names will be added from time to time as they have been in past years; but we do not mention our hopes in many directions simply because these negotiations are not actually completed.

In asking you, our customers, to purchase this product, we call your attention to the following facts on which you can base your judgment:

1. The production record of this company for the past four years since the 20th Century-Fox Film Corporation was formed.
2. The list of important box-office names under contract to this organization plus our ability to buy our share of additional talent in the open market.

3. The list of impressive and well-known properties from which our program will be made, plus the purchase of other timely books or stage plays offered on the market which may be superior to or more timely than some of those we have indicated in spite of their respective merit.

4. The incentive to continue to operate and conduct a successful and constantly growing company and to secure the continued good will and respect of the thousands of contented customers the world over which this company enjoys.

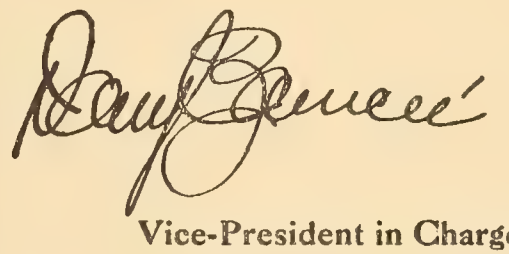
5. The mutual necessity of making product that will produce a profit for ourselves and for you, which can only be done in the future as in the past by producing the greatest number of money-making box-office attractions.

These ingredients and the reasons as stated above plus this company's well-known record do not make so-called blind buying quite as blind as some would make you believe.

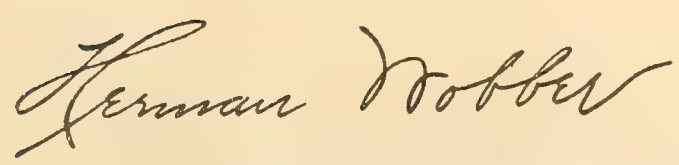
To the exhibitor who has used 20th Century-Fox product these past four years, we pledge the utmost that is possible to deliver a continuous flow of well made and profit-making quality motion pictures, to the end that we can continue to deserve and secure that support and confidence that has made this company's record one of which we are all very proud.



President, 20th Century-Fox Film Corporation



Vice-President in Charge of Production



General Manager of Distribution

OF THE 52 20TH CENTURY-FOX PICTURES FOR PRODUCE 24 FROM THE FOLLOWING GREAT

THE RAINS CAME

The biggest production ever attempted by 20th Century-Fox. Based on Louis Bromfield's best selling novel. Directed by Clarence Brown. Co-starring MYRNA LOY, TYRONE POWER, GEORGE BRENT with a supporting cast including Cesar Romero, Joseph Schildkraut, Maria Ouspenskaya and Henry Travers.

STANLEY AND LIVINGSTONE

A production that has been more than two years in the making. A special expedition braved the African wilds for months to obtain authentic scenes. Directed by Henry King. The cast is one of the most impressive in screen history: SPENCER TRACY, RICHARD GREENE, NANCY KELLY, Sir Cedric Hardwicke, Walter Brennan, Henry Hull, Henry Travers, Charles Coburn, thousands more.

HOLLYWOOD CAVALCADE

The "Big Parade" of film history . . . patterned to the scale of "Alexander's Ragtime Band." Co-starring ALICE FAYE and DON AMECHE. A cast blazing with luminaries of the film capital. Screen play by Ernest Pascal, from a story by Lou Breslow.

MARYLAND

In TECHNICOLOR. Produced as a companion picture to "Kentucky." Tingling and fascinating drama that revolves around the breeding of thoroughbred trotting horses and the glorious history of the state of Maryland. From the story by Sonya Levien.

Maeterlinck's
THE BLUE BIRD

Starring SHIRLEY TEMPLE. In TECHNICOLOR. One of the most important properties ever acquired by this industry. Based on the play and book of world-wide fame. To be produced with a lavishness that will make it stand out among even the very biggest of 20th's top-bracket hits.

THE COMING YEAR, DARRYL F. ZANUCK WILL PROPERTIES OR OTHERS EVEN GREATER

EVERYTHING HAPPENS AT NIGHT

Starring SONJA HENIE. Romantic comedy, thrilling with the grace and heart-lifting beauty of the most spectacular ice ballets yet to present this top-ranking "First Ten" star.

DRUMS ALONG THE MOHAWK

In TECHNICOLOR. From Walter Edmonds' best of best-sellers. Two whole years of research and writing have been devoted to getting the full throbbing power of this story of pioneer trappers and the American Revolution onto the screen. Its multi-star cast will be one of the year's most impressive.

THE MARK OF ZORRO

TYRONE POWER will star in this adaptation of one of the most sensationally successful and colorful boxoffice hits in all screen history. A role ideally suited for this most versatile and dashing of great stars. Truly big-picture!

A BRITON AT YALE

RICHARD GREENE'S sky-rocketing popularity will leap forward again with the showing of this attraction — an intensely dramatic story woven around the traditions and high-spirited activities of one of America's greatest universities.

SWANEE RIVER

The romantic Old South in song and drama. Starring DON AMECHE in a characterization that gives full play to his wealth of talent.

LITTLE OLD NEW YORK

Starring ALICE FAYE. The famous play by Rida Johnson Young, a notable success on stage and screen, rich in heart-warming sentiment and romance. Perfect for the glorious abilities of beautiful Alice Faye.

LADY JANE

Another SHIRLEY TEMPLE dramatic spectacle . . . produced with all the breath-taking scope of "The Little Princess." Resplendent with the brilliant and reckless gaiety of New Orleans at Mardi Gras. From the classic by Mrs. C. V. Jamieson. Directed by Walter Lang.

AN S. S. VAN DINE MYSTERY

(TITLE TO COME)

A master-stroke of showmanship stars SONJA HENIE in a story by one of the greatest living writers of detective fiction. A picture loaded with the electrifying surprises for which Van Dine is famous.

Elsa Maxwell's
HOTEL FOR WOMEN

The flair of the famous Elsa for the daring has made her entertainments internationally famous. Here she makes her debut as a screen personality . . . in a story she co-authored with Kathryn Scola. A spontaneous-publicity natural . . . a word-of-mouth sensation. Directed by Gregory Ratoff. The first of three Cosmopolitan Productions.

DANCE WITH THE DEVIL

An original story by William Rankin and Eleanore Griffin, who wrote "Boys Town."

FRONTIER MARSHAL

A dramatization of the West in its most lawless and tumultuous days . . . depicting the never-to-be-forgotten exploits of historic Wyatt Earp.

HE MARRIED HIS WIFE

WARNER BAXTER and BINNIE BARNES, who scored so brilliantly in "Wife, Husband and Friend," in a story even richer in hilarity and romance.

THE KHYBER RIFLES

A story of heroic action . . . as British regiments and native hordes clash for the gateway to India . . . historic, blood-drenched Khyber Pass. To be produced on a lavish scale.

JOHNNIE APOLLO

Vital with timely significance and drama . . . showing the disillusionment of modern youth facing a troubled world. Story by Samuel G. Engel, Hal Long and Roland Brown.

20,000 MEN A YEAR

Quick-on-the-trigger alertness won 20th this story of modern aviation's newest phase—the fliers of tomorrow and their training in American colleges. Thrilling and alive with youth. From the story by Frank Wead.

HERE I AM A STRANGER

Sincere, moving, powerful, human! Father and son drama against a college background. From the novel by Gordon Hillman, first published in McCall's magazine.

SCOTLAND YARD

Based on the famous stage play of the same name by Denison Clift. Pulse-pounding with all the suspense and fascination its title suggests.

BREACH OF DISCIPLINE

The sensational European stage hit about women in the medical profession.

STEINMETZ, THE GREAT

A production of epic scope, revealing the human side of the scientist whose miracles captured every imagination. His early struggles and romance make a story compelling with real-life impact.

RED CROSS NURSE

A tribute to that inspiring group of women, followers of the Florence Nightingale tradition, whose heroism has repeatedly thrilled the world.

BRIGHAM YOUNG

America's pages know no more arresting and vital figure than the illustrious founder of the Mormon Church. His indomitable courage in the face of crushing obstacles constitutes one of the most grippingly dramatic stories ever written.

Irving Berlin's
SAY IT WITH MUSIC

An exciting new type of American cavalcade—original, different! Mellow with heart-warming memories inspired by 25 of the most popular melodies ever written. Prodigal with all that makes for production greatness!

I WAS AN ADVENTURESS

Vivid-as-life experiences of a woman who led a band of European swindlers. Unmatched for minute-to-minute excitement.

A DEAL IN HEARTS

A bright comedy of domestic relations and complications . . . involving a wife who fought the eternal triangle with fire.

THE LITTLE DIPLOMAT

Starring SHIRLEY TEMPLE. A perfect vehicle . . . to be produced with the abundance of show values with which 20th has determined to surround the world's No. 1 star!

DANCE HALL

Adapted from W. R. Burnett's colorful and powerful novel of the steel workers, "The Giant Swing." Directed by Gregory Ratoff.

LILLIAN RUSSELL

Brightest star of the brightest days of New York musical comedy, her story glistens romantically with diamond brilliance, sparkles with champagne effervescence. The era that gave the Gay White Way its name.

BELLE STARR

The famous woman outlaw of the turbulent West whose deeds of brazen daring rivalled those of Jesse James.

THE POSTMAN WALKS ALONE

One of the most compelling titles and one of the most vital stories the studio has scheduled for production.

•

These Popular Series

SOL M. WURTZEL, *Executive Producer*

4 CHARLIE CHAN PRODUCTIONS

Even stronger casts and higher-budget production are planned this year, following the enthusiastic acceptance by exhibitors and the public of Sidney Toler in the title role!

4 JONES FAMILY SERIES

The constantly-growing affection of theatre-goers for this family—both individually and as a group—is being reflected in successively larger boxoffice returns. More important story material will still further strengthen their value to you.

3 MR. MOTO ADVENTURES

Peter Lorre, as the famous Saturday Evening Post sleuth, has steadily become a more firmly established boxoffice asset. Added impetus will be given his popularity by the stronger material afforded him in 1939-40.

4 JANE WITHERS COMEDIES

The wisdom of 20th's star strategy is reflected in the fact that Jane Withers, again in 1938, was high in the enviable "First Ten." Plans for the forthcoming season include important casts and stories calculated to widen her top-rank appeal and marquee pull.

—and—

13 ADDITIONAL FEATURES

As yet untitled.

THE PRODUCING ORGANIZATION

DARRYL F. ZANUCK
Vice-President in Charge of Production

WILLIAM GOETZ
Vice-President and Executive Assistant to Darryl F. Zanuck

SOL M. WURTZEL
Executive Producer

Associate Producers

Harry Joe Brown
Raymond Griffith
David Hempstead
Nunnally Johnson
Edward Kaufman
Kenneth Macgowan
Gene Markey
John Stone

Directors

Otto Brower
Irving Cummings
Roy Del Ruth
Allan Dwan
John Ford
Eugene J. Forde
Norman Foster
Herbert I. Leeds
Henry King
Walter Lang
Sidney Lanfield
George Marshall
Gregory Ratoff
William A. Seiter
Malcolm St. Clair
Alfred Werker

The Writers

Jack Andrews
Arthur Arthur
John Balderston
Edwin Blum
Lou Breslow
Walter Bullock
William A. Drake
S. G. Duncan
Philip Dunne
Kenneth Earle
Walter D. Edmonds
Robert Ellis
Don Ettlinger
Robert Harrari
Sam Hellman
Anne Herendeen
Ethel Hill
Joseph Hoffman
Leonard Hoffman
Betty Hopkins
Frances Hyland
Boris Ingster
Frank L. James
Rian James
Jack Jungmeyer
Curtis Kenyon, Jr.
Fidel La Barba
John Larkin
Henry Lehrman
Sonya Levien
Helen Logan
Walter Morosco
Morris M. Musselman
Samuel Ornitz
Ernest Pascal
William Rankin
Eleanore Griffin
Gregory Ratoff
Albert Ray
Allen Rivkin
Sid Silvers
Richard Sherman
Edith Skouras
Milton Sperling
Barry Trivers
Lamar Trotti
Harry Tugend
Karl Tunberg
Jack Vernon
Darrell Ware
Frank Wead

THE STARS AND PLAYERS

The personalities listed below include only those now under contract to 20th Century-Fox. Other established names will be cast in fulfillment of story demands. And 20th will continue its successful practice of developing talent into stars of maximum value.

Shirley Temple	Sidney Toler	Russell Gleason
Tyrone Power	Jane Withers	Kane Richmond
Sonja Henie	Lionel Atwill	Joseph Schildkraut
Alice Faye	Henry Fonda	George Sanders
Don Ameche	Joan Davis	Slim Summerville
Nancy Kelly	The Ritz Brothers	Wally Vernon
Richard Greene	John Carradine	Marjorie Weaver
Cesar Romero	Lynn Bari	Arleen Whelan
Annabella	Spring Byington	Florence Roberts
Warner Baxter	Jed Prouty	Amanda Duff
Binnie Barnes	Eddie Collins	Pauline Moore
Peter Lorre	Douglas Fowley	Joan Valerie

SHORT PRODUCT

The policy of producing its own short subjects, under the supervision of Truman Talley, has evoked such a gratifying exhibitor response that 20th Century-Fox will continue it this season. Quality will again guide the planning of these one-reel featurettes.

6 LOWELL THOMAS' MAGIC CARPET OF MOVIETONE

Incomparably the finest in its field, narrated by the greatest voice of screen or radio. A subject whose breath-takingly beautiful photography and interesting subject matter has made it a "must" for all the better theatres.

6 ED THORGERSEN'S SPORTS REVIEWS

Already, in one season, an established success. Its unique "inside story" slant on outstanding sports activities accounts for its great popularity. Narrated by the man who knows . . . and knows how to tell it.

6 DRIBBLE-PUSS PARADES

The absurdities, peculiarities and laughs in life are shown on the screen while America's No. 1 funny man, Lew Lehr, convulses you with his cock-eyed comment.

4 ADVENTURES OF A NEWSREEL CAMERAMAN

To be individually produced—not compiled as in the past—thus heightening the amazing thrill and suspense that have made this series one of your surest-fire attractions.

4 VYVYAN DONNER FASHION FORECASTS

In TECHNICOLOR. A subject with sensational feminine appeal that has taken the men by storm. The tops in smartness, beauty and audience pull. With sparkling comment by Ilka Chase that would, in itself, mark this series as outstanding.

—and—

26 TERRYTOONS

Paul Terry's organization will have *ten* subjects in TECHNICOLOR this season—five of which will be delivered before January 1, marking another forward stride in this company's live-wire production schedule.

MOVIETONE NEWS

Probably never before in this country's life has the public been so intensely interested in news the world over . . . making it a matter of utmost importance that your theatre show the finest in newsreels. Movietone News' farflung international organization . . . the morale of its cameramen who snatch scoops in the very midst of peril . . . the unequalled speed with which it rushes the news to your screen . . . its incomparable corps of editorial specialists . . . all make it unchallenged No. 1 in newsreels. Issued twice each week.

TRUMAN TALLEY
Vice-President and Producer

LOWELL THOMAS
News Commentator

LEW LEHR
Newsettes

ED THORGERSEN
Sports Commentator

EDMUND REEK
General Manager

RUSSELL MUTH
European Director

HARRY LAWRENSON
Foreign Editor

VYVYAN DONNER *and* HELEN CLAIRE
Feminine World

FIRST QUARTER RELEASES 1939-40

(TENTATIVE)

Release Date	*Production*
August 5	HOTEL FOR WOMEN
12	CHICKEN WAGON FAMILY (starring Jane Withers)
19	HOLLYWOOD CAVALCADE
26	MR. MOTO adventure
September 2	STANLEY AND LIVINGSTONE
9	THE JONES FAMILY AT THE WORLD'S FAIR (N. Y.)
16	HE MARRIED HIS WIFE
23	CHARLIE CHAN AT TREASURE ISLAND
30	RED CROSS NURSE
October 7	STOP, LOOK AND LOVE
14	A BRITON AT YALE
21	HOLD ME TIGHT
28	THE RAINS CAME

20th CENTURY FOX

JOSEPH M. SCHENCK
Chairman of the Board

SIDNEY R. KENT
President

Printed in U. S. A.

WEEKLY PRODUCT CHECK-UP

A New Department

On this page is a complete list of all pictures in production or being edited. Any picture not released and not listed has already been previewed. If Advance Dope has not been published, the director and principal members of the cast will be given. STR's regular Product Check-Up listing all of the pictures on the 1938-39 program so far delivered will be published again in the issue of May 7. STR is publishing this information in response to scores of requests from exhibitors. It provides an easy check on what pictures are in production or are being edited.

In Production—43; Being Edited—67

COLUMBIA

Being Edited

ONLY ANGELS HAVE WINGS
Advance Dope *April 8*

OUTSIDE THESE WALLS
Advance Dope *February 18*

BLIND ALLEY
Advance Dope *April 8*

LAW COMES TO TEXAS (W)
Advance Dope *February 25*

MISSING DAUGHTERS
Advance Dope *March 25*

In Production

1938-39

ARIZONA COWBOY (W)
Charles Starrett — Iris Meredith
Directed by Sam Nelson

GOOD GIRLS GO TO PARIS
Melvyn Douglas — Joan Blondell
Directed by Alexander Hall

POWER TO KILL
Jack Holt — Gertrude Michael
Directed by Lew Collins
Produced by Larry Darmour

GOLDEN BOY
William Holden — Barbara Stanwyck
Directed by Rouben Mamoulian

1939-40

MR. SMITH GOES TO WASHINGTON
Jean Arthur — James Stewart
Claude Rains — Edward Arnold
Produced and directed by Frank Capra

GRAND NATIONAL

Being Edited

EVERYTHING HAPPENS TO ANN
Advance Dope *March 4*

In Production

MIRACLE OF MAIN STREET
Margo
Directed by Steve Sekely

METRO-GOLDWYN-MAYER

Being Edited

1938-39

I TAKE THIS WOMAN
Advance Dope *November 12*

GOODBYE MR. CHIPS
Advance Dope *February 18*

THE HARDYS RIDE HIGH
Advance Dope *February 18*

TARZAN
Advance Dope *February 18*

LUCKY NIGHT
Advance Dope *February 18*

CALLING DR. KILDARE
Advance Dope *February 18*

BRIDAL SUITE
Advance Dope *March 4*
under title "Maiden Voyage"

TELL NO TALES
Advance Dope *March 18*
under title "One Hundred to One"

IT'S A WONDERFUL WORLD
Advance Dope *March 18*

1939-40

WIZARD OF OZ
Advance Dope *November 12*
In Technicolor

In Production

1938-39

6,000 ENEMIES
Walter Pidgeon — Rita Johnson
Directed by George Seitz

1939-40

GONE WITH THE WIND
Vivien Leigh — Clark Gable
Leslie Howard — Olivia de Havilland
Directed by Victor Fleming
Produced by David O. Selznick
In Technicolor

ON BORROWED TIME
Lionel Barrymore — Beulah Bondi
Directed by Harold C. Bucquet

THE WOMEN
Norma Shearer — Joan Crawford
Rosalind Russell
Directed by George Cukor

MONOGRAM

Being Edited

UNDERCOVER AGENT
Advance Dope *March 18*

BOYS' REFORMATORY
Advance Dope *April 1*

In Production

WOLF CALL
Advance Dope *April 8*

DOWN THE WYOMING TRAIL (W)
Tex Ritter
Directed by Al Herman
Produced by Ed Finney

PARAMOUNT

Being Edited

1938-39

RENEGADE TRAIL (W)
Advance Dope *November 26*
under title of "Arizona Bracelets"

HOTEL IMPERIAL
Advance Dope *December 17*

UNION PACIFIC
Advance Dope *January 7*

UNMARRIED
Advance Dope *December 31*
under title of "Me and My Gal"

FEDERAL OFFENSE
Advance Dope *February 25*

GRAND JURY SECRETS
Advance Dope *February 18*

MAN ABOUT TOWN
Advance Dope *February 4*

INVITATION TO HAPPINESS
Advance Dope *February 25*

GRACIE ALLEN MURDER CASE
Advance Dope *February 25*

SOME LIKE IT HOT
Advance Dope *February 25*

MAGNIFICENT FRAUD
Advance Dope *March 25*

MR. & MRS. BULLDOG DRUMMOND
Advance Dope *March 25*

ISLAND OF LOST MEN
Advance Dope *April 1*

1939-40

BEAU GESTE
Advance Dope *March 4*

In Production

1938-39

MILLION DOLLAR LEGS
Advance Dope *April 8*

1939-40

WHAT A LIFE
Advance Dope *April 8*

HEAVEN ON A SHOESTRING
Pat O'Brien — Olympe Bradna
Directed by Lewis Milestone

CAT AND THE CANARY
Bob Hope — Paulette Goddard
Directed by Elliott Nugent

THE STAR MAKER
Bing Crosby — Louise Campbell
Directed by Roy Del Ruth

RULER OF THE SEAS
Doug Fairbanks, Jr. — Margaret Lockwood
Produced and directed by Frank Lloyd

LAWFUL OUTLAWS (W)
William Boyd — Russell Hayden
Directed by Lesley Selander
Produced by Harry Sherman

GERONIMO
Advance Dope *April 8*

GULLIVER'S TRAVELS
Cartoon Feature
Produced by Max Fleischer
In Technicolor

RKO-RADIO

Being Edited

FIXER DUGAN
Advance Dope *February 25*

SORORITY HOUSE
Advance Dope *March 18*

PANAMA LADY
Advance Dope *March 18*
under title of "Second Shot"

ROOKIE COP
Advance Dope *April 1*
under title of "G-Dog"

GIRL FROM MEXICO
Advance Dope *April 8*

In Production

LITTLE MOTHER
Advance Dope *March 25*

FIVE CAME BACK
Chester Morris — Wendy Barrie
Directed by John Farrow

RACKETEERS OF THE RANGE (W)
Advance Dope *April 8*

THE DOVE
Steffi Duna — Leo Carrillo
Directed by Lew Landers

REPUBLIC

Being Edited

STREET OF MISSING MEN
Advance Dope *March 4*

BLUE MONTANA SKIES (W)
Advance Dope *April 8*

(Continued on page 31)

The Box Office Slant

Man of Conquest

Republic Historical-Drama 96 mins.

Spectacular Epic of Early America Certain To Receive Enthusiastic Public Acclaim

(National Release Date, May 15)

Cast: Richard Dix, Gail Patrick, Edward Ellis, Joan Fontaine, Victor Jory, Robert Barrat, George Hayes, Ralph Morgan, Robert Armstrong, C. Henry Gordon, Janet Beecher, Pedro de Cordoba, Max Terhune, Kathleen Lockhart, Ferris Taylor, Leon Ames. Screenplay by Wells Root, E. E. Paramore, Jr., Jan Fortune from an original story by Harold Shumate and Wells Root. Directed by George Nicholls, Jr. Associate Producer, Sol C. Siegel.

Plot: After spending much of his youth with the Cherokee Indians, Dix enlists with Ellis and is wounded in battle. Ellis becomes President, and Dix becomes Governor of Tennessee. On the evening of his reelection he marries Joan Fontaine, but they have many misunderstandings and separate. He returns to the Cherokees. While in Washington protesting the treatment of the Indians, he meets Gail Patrick, and accompanies her to Texas. There, Barrat and Armstrong, loyal to Morgan, who will not fight the Mexicans, decline to join Dix in a fight to save Texas. When word comes that the Mexicans are on the march, killing and plundering, Morgan is convinced Texas must fight, and Dix agrees to lead the army. The Mexicans attack the Alamo. Later, at San Jacinto, Dix outsmarts the Mexicans and with a small army routs them out, thereby establishing the independence of Texas. He becomes first president of the new Republic, with Gail now his wife.

SUMMARY: If one is skeptical of the claim that Republic loosened the purse strings for this picture, that skepticism is dispelled immediately after viewing it. For here is an epic produced on a scale commensurate with that of other spectacles produced by bigger companies. By virtue of "Man of Conquest," Republic can claim a place in the industry right alongside the leaders. Every phase of production treatment, including direction, photography, the musical score and screenplay, is of the highest calibre. As for performances, Richard Dix enacts the same virile type of role that made him a favorite in such films as "The Vanishing American," "Cimarron," etc., and he does it to perfection. A better choice for the character of crochety old Andrew Jackson could not have been made, it seems, than with the selection of Edward Ellis. Other performances, right down the line, are in keeping with the epic proportions of the film. The story of Sam Houston has become a sweeping panorama of drama, action, romance and pathos—elements that make a film of this type a favorite with the public. Give it your preferred playing time and promote it with a giant campaign. It is strong enough to stand on its own without the addition of a second feature. Get the cooperation of the schools and historical societies. Stress the fact that men like Houston, Jackson, Davey Crockett fought to make this a free, democratic country.

OUTSTANDING: Production treatment and performance of Dix and Ellis.

Catchline: "The spirit of early America live again in a spectacle as timely as the crusade for democracy." **(FAMILY)**

Legion of Decency Ratings:

(For Week Ending April 15)

SUITABLE FOR GENERAL PATRONAGE

Dodge City — Family Next Door
Hardys Ride High — Housemaster
East Side of Heaven

SUITABLE FOR ADULTS ONLY

Back Door to Heaven
Broadway Serenade

OBJECTIONABLE IN PARTS

Unmarried — On Trial

The Lady's From Kentucky

(Hollywood Preview)

Para. Drama 75 mins.

Good Racetrack Yarn With Lots of Action Should Hold Its Own On Any Program

(National Release Date, April 28)

Cast: George Raft, Ellen Drew, Hugh Herbert, Zasu Pitts, Louise Beavers and others. Based on a story by Rowland Brown. Screenplay by Malcolm Stuart Boylan. Directed by Alexander Hall. Produced by Jeff Lazarus.

Plot: Raft, an inveterate small-time gambler and his ever hungry henchman, Herbert, finally get a break with a stake to start a betting establishment and a half interest in a two year old thoroughbred. The other half is owned by Ellen Drew, who with not too much coin, is trying to carry on her legacy, a horse-breeding farm in Kentucky. Through racing the horse over his head in his first stake race, Raft is brought to the realization that there is more to the racing game than just the betting profits to be accrued. With everyone on the farm keeping an all night vigil while a colt is born, Raft is brought to his senses by their devotion and a love is born within him for the horse and the girl, Ellen Drew.

SUMMARY: For those fans who are devoted to pictures with gambling phases, especially racetrack betting this film has enough action and thrills to hold its own on any bill. Raft, as the suave bookmaker gambler, is as usual in a made-to-order role. And surprise of surprises, there is nary a gun in the entire picture. Ellen Drew does nicely as the southern girl, but without the drawl which is brought in rather broadly by Zasu Pitts, who capably assists Hugh Herbert in putting many good laughs in the picture. The direction is smoothly paced by Alexander Hall, who carries out the racing theme to a fast finish. The production is much above par for this type picture and does credit to Jeff Lazarus. The plot by Roland Brown, has been capably adapted by Malcolm Stuart Boylan. Arrange your boxoffice to resemble an entrance window to a racetrack. Have your ushers and doorman attired in jockey outfits. For ballyhoo have a jockey ride a horse around town with a sign reading "I'm on my way to see 'The Lady's From Kentucky'."

OUTSTANDING: George Raft and Ellen Drew.

Catchline: "A girl and her horses put him on the right track." **(FAMILY)**

Back Door To Heaven

(Hollywood Preview)

Para. Drama 85 mins.

Unusual Picture Has Plenty Of Food For Thought But Lacks Entertainment Values

(National Release Date, April 21)

Cast: Wallace Ford, Aline MacMahon, Stuart Erwin, Patricia Ellis, Iris Adrian and others. From an original story by William K. Howard. Screenplay by John Bright and Robert Tasker. Produced and directed by William K. Howard.

Plot: The village school teacher and five of her pupils, four of them boys, go through their parts in the grade school graduation. The dullest of the boys, knowing he is to be called on to perform, steals a harmonica. He is convicted and sent to the reform school. Fifteen years later, the school teacher is about to be retired, one of the boys is a successful small town banker, one is in a penitentiary, the girl is a burlesque queen and the others are failures. Upon his release the prisoner contacts each of the others, ending up with a prison break from a death cell to attend a class reunion promoted as a publicity stunt by the banker. The escaped convict is killed as he flees.

SUMMARY: Producer-director Howard earns praise from two sources on this picture; first, because of superb sympathy in the execution of his three-fold official duties, and second, because he made the picture on the assumption that there are moviegoers who think. However, the latter premise takes it entirely away from the entertainment group, and makes it a picture which must be sold through an appeal to the intelligentsia. The parts are all finely cast, with top honors going to Wallace Ford as the criminal, Aline MacMahon as the understanding teacher, and Jimmy Lydon, a youngster will bear much watching. The tempo is neither theatric nor romantic, therefore the film should have a campaign directed at club women, educational societies, social welfare groups and others. A special preview with quoted excerpts from the leaders of these bodies should be a high spot of your exploitation.

OUTSTANDING: William K. Howard's direction.

Catchline: A gripping study of Americana—What are we doing for youth? **(ADULT)**

Frontier Pony Express

Republic Western 58 mins.

Plenty of Thrills, Action, Fast-Riding, Singing in Rogers Film to Please Patrons

(National Release Date, April 19)

Cast: Roy Rogers, Mary Hart, Raymond Hatton, Edward Keane, Noble Johnson, Monte Blue, Don Dillaway, William Royale, Ethel Wales. Original screenplay by Norman Hall. Directed by Joseph Kane. Associate Producer, Joseph Kane.

Plot: Rogers, a Pony Express rider, discovers that Dillaway, Mary Hart's brother, is a Confederate spy working under Keane, who seeks to get control of California for himself. Keane hires Johnson, an outlaw, to waylay Pony Express riders and sub-

(Continued on page 31)

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation

Selling the Picture

FOR BETTER SHOW SELLING
Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Broadway Serenade	April 1
Christmas Carol	Dec. 10
Cowboy and the Lady	Dec. 3
Duke of West Point	Dec. 31
Flying Irishman	March 11
Gunga Din	Jan. 28
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Idiot's Delight	Jan. 21
Jesse James	Jan. 21
Kentucky	Dec. 31
King of the Turf	Feb. 25
Little Princess	Mar. 4
Made For Each Other	Feb. 18
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	Mar. 18
Stand Up and Fight	Jan. 7
Story of Alexander Graham Bell	This Issue
Streets of New York	This Issue
Sweethearts	Dec. 24
Tail Spin	Feb. 4
Thanks for Everything	Dec. 17
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Topper Takes a Trip	Jan. 14
Up the River	Dec. 3
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Zenobia	Mar. 18

Tommy Walker to Cover Southern Territory For Filmack Trailers

Filmack Trailer Company of Chicago has appointed Tommy S. Walker, well known motion picture publicist, as its representative in the South. Although Walker will cover the states of North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Virginia and Louisiana, his headquarters will be in Miami.

An increasingly large volume of business in these southern states made it necessary to establish a permanent, resident representative in that territory.

"Holly" Sells "Honolulu" With A Practically Costless Campaign

A campaign that created remarkable business in spite of Lent was put on by Manager C. L. Hollister, of the Babcock Theatre, Wellsville, N. Y., for the engagement of "Honolulu."

Among other things, "Holly" staged a midnight show, which was thoroughly publicized in the newspapers, on a special one-sheet easel on the street and in the trailer. Two dozen paper leis were worn by the entire service staff, including cashiers, two weeks preceding the engagement. Three of the towns leading soda fountains offered "Honolulu" sundaes. A local merchant bought the space on the back.

"Holly" promoted a full window display in a music shop, consisting of a flat 40 x 60 with the title, cast and playdates; a 22 x 28 card announcing the sheet music on sale, rows of title sheets from "Honolulu" hit tunes, and radios with a small card tieing in Burns and Allen.

And this was a good gag. He distributed 500 coin envelopes, each containing a few grains of sand. Copy was to the effect that if the sands "turns green before 'Honolulu' ends Tuesday night, we'll give you a free prize." Of course, the sand didn't turn green, but if anyone had submitted green sand, "Holly" would have given that person a free pass. The gag created a lot of interest, and impressed the title and playdate on the populace, which is just what the Babcock management hoped.

The entire campaign was costless except for $5 to cover the cost of leis, sundae streamers, and the imprinting of the "green sand" envelopes. Who said it couldn't be done?

"Huckleberry Finn" Receives Big Selling Campaign in Toledo, Ohio

Well, well, well. Happy indeed are we to hear from Wally Caldwell, manager of Loew's Valentine Theatre, Toledo, Ohio. Wally put over a swell campaign on "Huckleberry Finn."

A Toledo youth resembling Mickey Rooney and dressed up in fishing garb, bannered front and back, paraded through downtown traffic and attracted attention.

Special boards devoted exclusively to the film were mounted on both sides of a fleet of trucks operated by a local dry cleaner.

Five thousand bookmarks were distributed through 15 branches of the Toledo Public Library. Bulletin boards carried a still, theatre and playdate copy. Circulating libraries and two large department stores also distributed bookmarks.

Patrons of downtown restaurants used napkins imprinted with copy about the picture. "Huckleberry Finn" soda streamers were placed in Kresge's and also in a chain of 60 retail drug stores.

A special letter was mailed to the entire membership of Loew's Valentine Hardy Family Club, grammar and parochial schools, Toledo Federation of Women's Clubs, Theatre Guild and others.

Caldwell promoted window displays on clothing, books and fishing tackle. Besides this, the film was plugged extensively via the radio and received several inches of publicity in daily and weekly newspapers.

Rep. Bloom Asks Congress to Honor Alexander Graham Bell

Alexander Graham Bell, whose romance and invention of the telephone are dramatized in "The Story of Alexander Graham Bell," may receive posthumous recognition from Congress as one of America's great benefactors of mankind. Representative Sol M. Bloom, of New York, the House authority on modern history, has announced he will introduce a resolution calling for the striking of a special medal in honor of the noted inventor, who died in 1922.

Shaffer's "Gunga Din" Campaign Stresses Educational Phases

Educational phases of "Gunga Din" were stressed in the big campaign engineered by Manager Frank Shaffer of the Warner Brothers Dixie Theatre, Staunton, Va. The highlight was a quiz contest which broke in the weekly magazine of the Mary Baldwin College, the weekly publication of the Staunton Military Academy and a daily paper printed by high school students. Guest tickets were awarded for the first fifteen correct answers.

Letters, with bookmark enclosed, were mailed to every teacher in the community. Bookmarks also were placed in city, county, college and public schools one week in advance of the playdate.



Albany Zone Managers and Executives of WB Theatres

Albany Zone manager and executives, gathered at the quarterly meeting held by Zone Manager, M. A. Silver. Harry Goldberg, national director of advertising, spoke on merchandising campaigns for spring and summer. Jack L. Warner, Jr. also attended.

Standing (left to right): C. L. Hollister, Manager Babcock-Wellsville; Eddie Selette, Manager Albany-Albany; Al Newhall, Manager Majestic-Hornell; Dalton Burgett, Manager Capitol-Dunkirk; Jim Faughnan, Contact Manager; Sid Sommer, Manager Lincoln-Troy; Joe Weinstein; Al La Flamme, Manager Madison-Albany; Andy Roy, Manager Strand-Albany; Chas. A. Smakwitz, District Manager; Jules Curley, Advertising Manager; Jack Swartout, Manager American-Troy and Jack Breslin, Manager Utica-Utica.

Seated—rear (left to right): Jimmy Macris, Manager Diana-Medina; Max Friedman, Booker; Ralph Crabill, District Manager; Jack L. Warner, Jr.; M. A. Silver, New York State Zone Manager; Harry Goldberg, National Director of Advertising; Bob Rosenthal, Manager Ritz-Albany; F. M. Westfall, Manager Haven-Olean; Leo Rosen, Manager Troy-Troy.

Seated—front (left to right): Mel Conhaim, Manager Strand-Elmira; Bill Leggiero, Manager Keeney-Elmira; Bill Haynes, Manager Stanley-Utica; Ralph Booth, Manager New Family-Batavia; Murray Lafayette, Manager Avon-Utica; Al Beckerich, Manager Palace-Jamestown.

THE STORY OF

ALEXANDER GRAHAM BELL

Smart Selling Slants Feature Memorable Hit

An SIB Showmanalysis

(REG. U. S. PAT. OFF.)

MANAGER Smith was sitting in his office studying the press book on "The Story of Alexander Graham Bell." He was scheduled to play the picture within the next three weeks, and realizing that here indeed must be another outstanding contribution to the motion picture screen, he wanted to prepare a campaign that would assure the film the crowds it deserved.

The telephone rang. His secretary answered.

"It's Mr. Jones, our district manager," she said.

Smith lifted the receiver. "Hello, Jones," he said.

"Hello" came the voice from the other end of the line, "Just called to see if you had mapped out anything yet on 'The Story of Alexander Graham Bell'."

"Why, I'm looking over the press book now," was Smith's reply. "Looks as though we've really got something there."

"I had the same reaction," said Jones. "That's the reason I called you. I notice in a trade paper that it piled up a neat gross on its first week's engagement at the Roxy in New York, and is being held over."

"I noticed that, too," Smith came back. "And I also got a gander at some of the rave-reviews. Listen to this: 'Finest ever to come from 20th Century-Fox'—*Los Angeles Herald & Express;* 'Should prove season's top money-maker'—*Showmen's Trade Review;* 'Has everything a picture should have from entertainment and box office standpoints' — *Hollywood Review.* Well, I could go on like that, but you get the idea."

"Yes, I get the idea," Jones assured him, "and what an idea it is, too. Since you have those excerpts there, why not arrange them on a large board for an advance lobby display? Let's see now. You might head it something like this: 'America's most thrilling story is ringing the bell with these rave-reviews.' Of course, you may be able to think of something else, but the idea in general is a swell one. I think all exhibitors playing the picture should use it."

"You didn't give me a chance to tell you," said Smith, "but I had already planned such a board, and—"

"Let me impress you with a few things," interrupted Jones. "In the first place, don't get off on the wrong track. 'The Story of Alexander Graham Bell' is something more than just the biographical record of a great man—it's a great love story, with as strong an appeal for the women as for the men. I like that catchline in an ad which says it's 'the dramatic romance of one who struggled, loved and achieved . . . a magnificent motion picture pays homage to his genius and to a woman's devotion'. That's heart-tugging copy.

"You see, Smith, if it hadn't been for the love and inspiration of a woman, Bell might never have achieved anything worth while. There's a good angle in that. You'll find several of the lines in the ads hinge on it. It seems to me that it would be smart to get some heralds and some envelopes to accommodate the heralds. On the outside of an envelope you could use copy—well, let's see—something like this: 'For the role a woman played in the life of a great man, open this envelope'. I suggest the word 'woman' be set in large black letters. Or, here's another suggestion for the envelope copy: 'Women! Here is the story you'll love and cherish for years to come. There's more about it inside this envelope.' Oh well, maybe something better could be used. But I still think it's an important angle, don't you?"

"I certainly do," Smith replied. "So important that I'm going to invite the heads of various women's clubs and organizations to attend a special screening. I'm sure that after seeing it, they won't hesitate to recommend it to their members. Besides that, I think the women's feature page writer here on our daily paper will find inspiration for a special article based on how the deafness of the beautiful girl Bell loved gave him his great inspiration. And then I'm going to order a big supply of fan photos on Don Ameche and give them to the ladies at the matinees. Boy, will they ever go for them! I'm not forgetting the boys, either—I'm ordering some photos of Loretta Young, too."



This still of Don Ameche as Alexander Graham Bell is the theme of the ads and posters. And Norman Rockwell, famous artist, has made a sketch of it. Several of these stills, framed and playdates added, will be welcomed in "hard-to-get" windows in lieu of the customary cards.

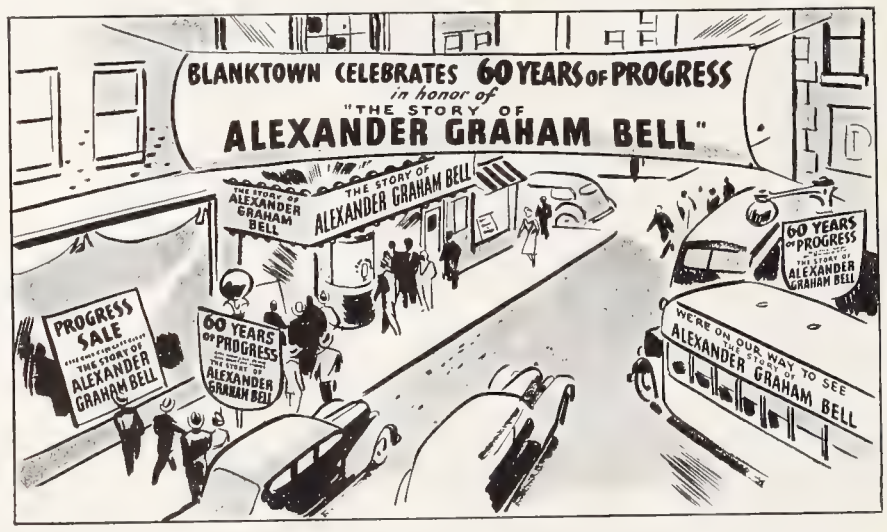
A 20th Century-Fox Picture. Directed by Irving Cummings. Associate Producer, Kenneth Macgowan. Screenplay by Lamar Trotti. Original by Ray Harris.

Good Newspaper Publicity Stuff

"That's fine," said Jones. "There's another thing I'd like to mention. It may seem a minor point to many people, but nevertheless I believe we can do something with it. You know, of course, that all four of the Young sisters are in the picture. There's Loretta, Polly Ann, Georgiana, and Sally Blane. For one thing, don't you think a story about these famous sisters would be good newspaper publicity material? And how about getting a still of them and making a cutout of it for use in an identification contest? Just as they are, without even masking their faces, I bet it would still be difficult for them to be identified by many fans. But, of course, if you wanted to play safe, you could draw a mask on each one and then ask readers to identify 'em. Offer free guest tickets to the first 25 or 50 who bring the correct answers to the box office."

"I gotcha, Jones. I'm making a memo of that idea right now, and I'll certainly use it. By the way, in the publicity section of the press book I see some interesting facts about Alexander Graham Bell. Now I can do one of two things: Either I can get the editor to run a few of these facts in a column each day for a few days in advance of the opening, or I can take each one separately, make a box out of it, and run it as a teaser. There would be a different teaser on each page, of course. It would be good copy for our programs, too."

"I agree with you," said Jones. "Now



Link Up "Progress Week" With Showing of Film

If your town hasn't had that "community spirit" in some time, here's a swell idea to take to your civic leaders for their cooperation. Stage a "Progress Week" celebration in which you link the strides taken by your city in industrial, business and civic advancement, with the picture. The cut reproduced above gives you a valuable hint as to how it can be done.

what are you going to do with your lobby? Got any stunts worked up? Have you arranged any special displays?"

"Not yet," replied Smith, "but I've a few ideas in my head. Did you see that ad on page five in the press book in which the title is surrounded by stills showing some of the most thrilling moments in 'The Story of Alexander Graham Bell'? Well, I'm thinking of making a lobby display, not exactly like that, but somewhat on that order. And as for a lobby stunt, I was wondering how it would be to have a telephone on a stand, with a large card beside it reading, 'If it wasn't for the telephone, you wouldn't be able to hear the important message we have for you when you lift the receiver.' Instead of the card, I could have a pretty girl make the statement. Then, from the office, my assistant could make a short and snappy sales talk on the picture. Come to think of it, I might have a recording made, so that all the attendant here would have to do would be to play the record whenever the light flashed on indicating that someone had lifted the receiver."

"Smith, you're doing all right" put in Jones. "Go ahead and tell me some more about what you're going to do in the way of selling this picture."

Full-Page Pictorial Feature

"Well, I'm going to see if I can 'crash' the paper with that full-page pictorial feature. I think the ed.'ll go for it in a big way. But just in case he doesn't, I think it would be a wise investment if we paid for it as an ad. Or I can make a giant broadside of it, and use the front and back, when folded, for institutional copy and possibly a tie-up ad or two. Wait a minute while I mark down the order number of the mat—8PA—there, I've got it. Oh yes, something else I thought of. How would it be to use a giant telephone in the lobby, or mount one on a truck for street ballyhoo?"

Jones coughed, then replied:

"You've forgotten what I told you just a few minutes ago. We want to get across the thrilling story, the dramatic romance, the emotional power. In other words, we want 'em to know it's a great picture. Now we can't very well do that and go 'mechanical' on 'em at the same time, can we? You won't need a big cut-out telephone for street ballyhoo to impress on your patrons' minds the fact that 'The Story of Alexander Graham Bell' symbolizes the tradition of America. Say! There's another angle for you. Now's the time to hit 'em with that Americanism spirit, what with the world in a turmoil."

"That speech Bell made at the greatest crisis in his life would look all right reproduced in the lounge or foyer, along with a blowup of Don Ameche in the sketch created by Norman Rockwell. I think I'll use it," Smith said.

"Don't forget the book tieup," cautioned Jones. "Grosset & Dunlap have printed a special edition of 'Alexander Graham Bell' to retail for $1. You ought to be able to get displays in all the bookshops, plus the book departments of drug stores and department stores. And by the way, maybe you can get in a plug on the picture either before or after the Chase & Sanborn broadcast on Sunday night. Don Ameche's the star, you know. Let's see now; is there anything else? I know something I almost forgot. In the story, Loretta Young is deaf. Luckily, your theatre has facilities for the hard-of-hearing, but even if it didn't, you could contact your local hard-of-hearing society on the premise that the girl Bell loved was deaf, and that her deafness gave him the inspiration for his great achievement. It's simply a matter of winning goodwill for your house, and I think you ought to make the contacts."

"I'll do that," Smith assured Jones, "and I want to rig up an effective front, too. Tell me what you think of these arrangements: There's a swell illustration on the 24-sheet which I could cut out, mount and place atop the marquee. If you've got a press book there, you can easily see what I mean. Then I plan to select some of the best stills—those representing great moments in the picture—and place them along the front just above the box office and doors. You know—it's something like the idea I had for the lobby display. Also, I think I'll have the artist make cut-out telephones to be suspended from the marquee. I'll use 'telephones' as the background motif for my regular lobby frames. Nothing 'mechanical' about that, is there?"

"Certainly not," Jones replied. "When I said 'mechanical' I meant not to go into the intricacies of the telephone. For that matter, you can take the directory and pick out a few numbers at random each day. You can list these either on a board in the lobby or in your ads, explaining that if a person's number is there, he's entitled to guest tickets to see the picture. If you can get some directories, maybe you can make heralds out of the pages by imprinting your announcement over the regular type in red ink. You might designate as your guests to see the picture those whose numbers, when the digits are added together, reach a certain total. For example, if you make the winning total 12, a subscriber whose number is 4314 would be eligible. Likewise, one whose number is 1434, 3144, etc. Then you could place cards in phone booths and you could personally phone your patrons that—"

Strong, Effective Campaign

"Say, Jones," interrupted Smith, "before you go on, will you tell me whether you're paying for this call at that end, or whether I have to stand the charge here? If you're paying for it, then go ahead. Otherwise, maybe we'd better stop. I'm pretty sure I've got a strong and effective campaign mapped out."

District Manager Jones couldn't help but chuckle. Then he said:

"This call will be charged to the theatre. But that's no reason for you to worry. If you do the things we've been talking about, and add some other good ideas that may pop into your head between now and when the picture opens, I'm almost sure you'll find this conversation was worth many times over the amount it's costing you. Besides—and remember this—if it hadn't been for Alexander Graham Bell, we couldn't have mapped out this campaign together. We should be thankful. So long."

Your editor should be a push-over for this pictorial-story feature, but just in case he isn't, you can make it part of your regular program or as a throwaway. You can get the stills, blow them up, and make an effective lobby or window display.



SIGNATURE

Here's An Outstanding Layout

Although all the ads have definite appeal for all classes of people, we believe the one reproduced above to be the most outstanding. With a minimum of copy, it conveys more by virtue of illustration and the "letter" than would be possible otherwise. Plan your ad budget to include it.

GREAT MOMENTS in DARRYL F. ZANUCK'S Production of "The Story of ALEXANDER GRAHAM BELL"

A Cosmopolitan production for 20th Century-Fox, with DON AMECHE LORETTA YOUNG and HENRY FONDA



ENCOURAGEMENT: "When are you going to start work on it, Mr. Bell?" With these simple words the woman he loved crystallized the genius of the man who dreamed of spanning continents with the human voice



DESPAIR: "The telephone? An air castle! It isn't worth my happiness to try and make a copper wire talk! I'm in love and I want to get married!" But, with Watson, Bell struggled on despite all privation until the great secret was discovered.



THE TELEPHONE: Accidentally spilling acid and burning a hole in his pants, Bell shouted for help: "Mr. Watson! Come here! I want you!" Watson miraculously heard him through a wire and the telephone was a fact!



GREAT LOVE: "Don't say a word. Don't move. All my life I want to remember this moment just as it is—!" In Mabel Hubbard's love Bell found the strength, faith and courage to achieve his dream—America's most thrilling story!

"Streets of New York"



Sell It With the Heart Throb Angle As Your Keynote

IF your audience likes a good heart throb, here's one you can sell for all you're worth, for they'll get a real thrill out of the heart throbs in this picture and we'll wager that many a tear will be shed during its unreeling. "Streets of New York" with Jackie Cooper starred! There's a title for you and a star who will pull them in. But you need more than that to convince them of the entertainment values in this picture, so here's how we suggest you sell it.

First of all, don't forget little Martin Spellman, whose acting has won the plaudits of every reviewer who has seen the picture. He's under contract to Monogram so you'll be seeing him in other pictures. Therefore, use his picture and his name in all your advertising.

ANOTHER SELLING ANGLE

Now, aside from the heart throb angle we have mentioned there's another selling slant which may be very useful in your city. Where the title "Streets of New York" means tough guys, killing, murder, etc. that angle is a good one. In other words, in such situations, sensationalize your campaign. Of course, in many spots the public has been satiated with this type of selling so if yours is one of them, we suggest staying away from that angle. But where powerful drama involving the "tough guy" angle still sells tickets at the box office, that's your cue, for this picture lends itself admirably to such a type of selling. But if you find that this Showmanalysis leans toward the less sensational type of selling, it is because we believe that the majority of theatres will prefer to sell it as a heart throb.

An STR Showmanalysis

(REG. U. S. PAT. OFF.)

There's a World's Fair going on in New York, as you may have heard from various sources. That should give you the cue for some fine selling for you'll be playing this picture either just before the Fair opens or after it is underway. How about contacting the bus line that runs through your city enroute to New York and asking its officials to placard buses with a sign reading, "Ride the ——— Bus Line to the New York World's Fair. See 'Streets of New York' at the ——— Theatre." The local bus depots should give you the same cooperation as it will help sell tickets for them as well as for you.

Another idea tieing right in with the title would be to rename certain streets in your city temporarily after streets in New York. This was actually done in New York City itself recently when Times Square temporarily became Hollywood Boulevard for a picture. It is simply done. Have some cards lettered up the same size as the street signs and have them placed on top of the existing metal signs. "Radio City," "Times Square," "Broadway" and "Fifth Avenue" are good choices for such a stunt. The newspapers should cover the ceremony and city executives should officially be present for the re-designation of the streets.

The title should be emphasized by having arrows printed up reading, "This Way to the 'Streets of New York'." If you have a large quantity printed, be sure that half of them are printed on one side and half on the other in order not to restrict you too much in placing them.

Do you remember what a furore the "Apple Annie" stunt created for "Lady for a Day"? Here's a picture on which it can be repeated. Take a boy from a settlement house, an orphanage, or just a plain boy without any connection but who is a typical boy of your city. For one day he becomes kingpin. Lodge him at the best hotel, have him given the finest meals, have cooperating merchants clothe him from head to foot and to cap the climax, make him the guest of honor at the first showing of "Streets of New York."

In the picture, Jackie Cooper plays the part of a newsboy. Now here's a stunt in which you have newspaper cooperation practically guaranteed. You stage a contest with newsboys. The boy who sells the most papers gets a season pass to your theatre. This can be readily tied up with the picture since you are giving something away and the newspaper gets all the benefit. All you ask the newspaper to do is to state in its columns that "Streets of New York" playing at your theatre inspired this contest because Jackie Cooper is a newsboy.

A great many men, now prominent in public life or in the business of your city probably started as newsboys. Try to arrange interviews with them through the newspaper. If the newspaper for which they sold papers is still in existence, it would be especially good material. If possible get photographs of these men as they are today and as they were when they were newsboys.

AN UNUSUAL CONTEST

As we were writing this we heard of a stunt pulled by Manny Reiner, Monogram's exploiteer, who is busy this week putting over the world's premiere of the picture in Hartford, Conn. He planted a contest in the newspapers, offering prizes to those who could name the greatest number of Hartford streets with the same names as New York streets. Besides getting this in the newspaper Reiner got it in an insurance publication in Hartford, which has a wide circulation since Hartford is insurance headquarters. If your city has numbered streets, you must exempt them from this contest.

Your merchants should be glad to cooperate with you on this picture. Here's a line you can use in cooperative ads—"Better Bargains Than You'll See on 'The Streets of New York'." Every merchant in every city outside of New York will see the sales value of a line like that and will be glad to cooperate with you.

Special STR Service

Since this is an especially appropriate picture for the stunt, send out cards bearing on one side a scene from the picture and selling copy and on the other a personal message from someone, ostensibly visiting the New York World's Fair or just visiting New York. Have them printed, addressed and stamped and STR will gladly mail them for you so they will have a New York postmark.

For the small consideration of a pass, you can get the boys who offer shoe shines on the streets to place signs plugging the picture on their boxes. Give them a supply of heralds for their customers to read while they are having their shoes shined.

Speaking of heralds reminds us that Monogram has a swell tabloid herald on this picture which is especially appropriate if you are selling the picture from the "tough angle." It looks just like the tabloids do at times when they have a murder to play up on the front page.

Little Martin Spellman, who plays Jackie's brother in the picture, is crippled. This offers the cue for a stunt which should get you a great deal of publicity and good will, most especially the latter. Stage a parade of wheel chairs to the theatre. You can round up all the crippled kids in town for this special show. Have plenty of preparations made for their comfort. The hospitals and other institutions will cooperate with you. This should get newspaper publicity, especially if you can have a photograph of the kids taken as they enter the theatre. It is a picture that will be a real inspiration for them because it shows how one crippled boy overcame his obstacles.



Posters To Aid In Your Selling Campaign

The posters, the complete set of which is illustrated above, shows you how to sell this picture. You will note that they have compromised between the two selling angles mentioned at the beginning of this Showmanalysis. The 24-sheet particularly is worthy of note as it does a powerful selling job.

ENDORSEMENTS AVAILABLE

Endorsements are great for any picture. Parent Teacher Associations wield a powerful influence in many towns. *Parents Magazine* has endorsed this picture as shown by the seal at the bottom of this page. This endorsement is worth a good deal to you because the Parent Teachers' Association in your town will accept it and help you greatly in your selling campaign. Locally, you should also get the endorsements of Boys' Clubs, Boy Scouts and similar organizations. The Scouts will cooperate with you because Jackie Cooper is himself a Boy Scout.

As soon as you have booked the picture see that all of the national tieups which Monogram has arranged for you are planted in your town. There are plenty of them and you'll find a dealer for these products in your city.

For instance, there are World's Fair compacts featuring Marjorie Reynolds, who appears in the picture. These have the emblem of the Fair on them (either the New York or the San Francisco show) and you can get the cooperation of local dealers for window displays, counter displays and cooperative newspaper ads.

There's a beach coat tieup also featuring Marjorie Reynolds, which will be right in season in any spot. There are also tieups featuring jewelry, house coats and hand bags.

For book stores there is a perfect tieup available. You can plant the book version of the picture in five and ten cent stores if they haven't already got it and together with stills and selling copy have a powerful selling agent at your command. There's a magic drawing book containing four pages and measuring 3¾ inches by 4¼. They were successfully used on other pictures and should be equally successful on this one. When a coin or a pencil is rubbed over the inside pages of this book, a scene from the picture is automatically reproduced. There's room for your imprint on the back cover.

Autographed fan photos are available on Jackie Cooper and Martin Spellman. Order a quantity of both of them, one to be given out in advance and one at the first show.

Remember when you were a kid what a kick you got out of transfer pictures. Well, there's a revival of them and you can give the modern kid a treat and help yourself at the same time by getting the special pictures made on this film. They are reasonably priced and will provide you with plenty of good publicity from the kids.

This is the type of picture on which a trailer bearing your signature is appropriate. You might also get up on the stage and make a personal announcement about "Streets of New York".

The material is here for you to work with. It is merely a question of selecting the proper angle. Decide how you want to sell the picture and then go ahead and sell it with every means at your disposal. It's the type of picture which will stand strong selling and which you can exert plenty of effort on and actually see the results at your box office.

A Monogram Picture. Produced by Scott R. Dunlap. Supervised by William T. Lackey. Directed by William Nigh. Original Screenplay by Robert D. Andrews.



COMMENDED by PARENTS' MAGAZINE

Newspaper Ads To Fit Every Advertising Budget

The newspaper ads illustrated above offer plenty of variety and Monogram on this picture has done what STR has long been urging other distributors to do. There are plenty of small ads to fit the purses of those whose budgets don't allow them to use the big space. If your line rate is high, you will find a selection of small ads in the press book which do a swell selling job in a minimum of space. At the right is the seal of Parents Magazine which was awarded too late to be included in the press book ads but which you can work into them easily.

PROGRAM EXCHANGE

Domestic and Foreign Situation on Programs Receives Comment Here

THERE are lots of programs on tap this week. They've come all the way from New York City, that place where they're going to have a World's Fair this year, to jolly old England. And that, members, is taking in a lot of territory.

From Lee Levy, Manager of the Carlton Theatre in New York comes an Easter program. On the front cover is Mr. Bunny and the traditional Easter lilies, together with the message, "Wishing You a Truly Happy Easter Full of the Joys of the Springtime Season." The inside is an attractive blend of art work and copy to gain the attention of anyone who happens to pick up the program.

We have a three-fold program from the Translux Theatre, New York. By three-fold, of course; we mean it folds three ways. On the front is a sketch of the house and this institutional copy: "The modern theatre . . . presenting films of merit from all studios . . . the finest short subjects . . . and all the news in pictures." The rest of the program contains copy on the week's attractions, with one page devoted to critics' comments on "The Lady Vanishes." While it isn't protentious, it is nevertheless neat and just large enough to fit snugly in a woman's handbag or a man's pocket.

Thanks, Reese B. Harrington, for your program. Reese is manager of the theatre that bears his given name in Harrington, Delaware. We like the line which says that the Reese is "owned and operated by Down Home Folks." The program is printed on green paper, which is easy on the eyes. We suggest that if you don't care to use white paper, green is the next best. It is easily readable.

Again we cross the Atlantic. This time to look at the *Empire Weekly News,* the program of MGM's London shop window, the Empire, Leicester Square, which is presided over by Charles Rayment. It is the only one of its type in the West End; other cinemas favor throwaways, presenting the cast, next week's attractions and certain general details about the house.

We have before us Vol. 32, No. 375; but week after week, Press Agent and Editor Mervyn McPherson follows a similar layout. Printed on 5½ by 8½ art paper, the front page is devoted to the standard heading and a 4x5 still of the following week's feature. Two columns of page two give the program, times of screening, casts, general information and details of the LCC License*—a legal *must.*

— *Your Application Blank* —

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....



Something Good From London

Here's the front cover of the program issued by the Empire Theatre, MGM's London shop window, on Leicester Square. It's surprising how a single, attractive still can convey more than the equal amount of space in cold type. Incidentally, illustrative halftones are used on the inside pages, too. There's more about it in the accompanying article.

Chatty paragraphs and attractive stills of forthcoming MGM productions and the program at the "sister" house, The Ritz, which is in the same block, fill the two remaining pages.

Altogether, it is a neat program which is invariably taken home for other members of the family to see and is rarely left in the theatre. "Mac," you deserve congratulations. And thanks to our London Representative, Jock MacGregor, for bringing the program to our attention.

Glad to hear from you, Milton. We're referring to Milton Bundt, of the Garden Theatre, Richmond Hill, L. I. He still puts out a good program, profusely illustrated with halftone ad cuts and art work.

And that just about ends our discussion for this week, except for the fact that at this writing there is another new member. He's Walton Bonds, manager of the Milan Theatre, Milan, Tennessee. Add him to your list, boys. Walton, better start exchanging now. You've got a swell variety of programs coming your way when you start.

Well be back with you again next week.

* In accordance with the requirements of the London County Council.

1—The public may leave at the end of the performance or exhibition by all exit doors and such doors at that time must be open.

2—All gangways, passages and staircases must be kept entirely free from chairs or any other obstruction.

3—Persons must not be allowed to stand or sit in any of the gangways intersecting the seating or to sit in any of the other gangways. If standing be permitted in the gangways at the sides and rear of seating, sufficient space must be left for persons to pass easily to and fro and to have free access to all exits.

Members Added This Week

Paul E. Anderson, Beaver Theatre, Des Moines, Ia.
Maurice Oserman, 77 Swan St., Buffalo, N. Y.
Walton Bonds, Milan Theatre, Milan, Tenn.

Showmen's Parade

JOE WHEELER has been appointed manager of the Chakeres Grand, Circleville, Ohio, succeeding RALPH WINTERS, who has been assigned to another house. WHEELER was formerly at the Cliftona, Circleville.

SIDNEY DEAN, advertising manager and assistant to the late H. T. MORRE, owner and manager of the Rialto, Tacoma, Wash., has taken over the management. He will be assisted by JOHN OWSLEY.

DAN REDDEN has succeeded BILL HAMRICK as manager of the Paramount, Seattle. CLYDE STROUT, assistant manager of the Orpheum has been appointed manager of the Coliseum, succeeding REDDEN. EARL ANDERSON has been appointed assistant at the Orpheum succeeding STROUT. ANDERSON had been doorman. Another doorman recently promoted is MARION FOX who is now assistant to REDDEN at the Paramount succeeding CHARLES BARNES.

FORREST SWIGER, who was manager of the Tower Theatre in Oklahoma City until he resigned to go into the shoe business is back in a theatre again, this time as manager of the Plaza for Standard Theatres.

JOE GOETZ, who has been assistant to Col. A. F. FRUDENFELD, RKO Division Manager in Cincinnati, has been appointed RKO manager in Dayton replacing MILLARD M. BLAETTNAR, who resigned. WILLIAM A. CLARK, who has been an exploitation man for United Artists has been appointed manager of RKO Keith's in Dayton succeeding DUANE HATFIELD who also resigned.

Money Dates

MAY

14th

MOTHER'S DAY. Have a lobby display of Whistler's portrait of his mother. Special shows for mothers would be a good bet. Offer inducements for children to bring their mothers to the show. Have a lobby display of pictures of famous nationally known mothers augmented by those of distinguished local mothers. Make a tieup with a florist to present a flower to every mother who visits your theatre.

NATIONAL FIRST AID WEEK begins. Sponsored by the National Association of Retail Druggists, 205 West Wacker Drive, Chicago. Have local Boy Scouts or Girl Scouts on the stage to demonstrate approved methods of first aid. Tie up with local druggists for a lobby display of recommended first aid materials.

15th

STRAW HAT DAY. Make tieups with hat stores using stills of stars wearing straw hats. Offer free admission to men presenting felt hats for admission.

16th

OUTDOOR CLEANLINESS DAY in New York. Sponsored by the Outdoor Cleanliness Association, 11 East 48th St., New York. Cooperate with local groups in doing the same thing in your city.

18th

ASCENSION DAY. Parochial schools closed. You should have a show especially suitable for this day. They'll come in, if you have.

The Box Office Slant

Frontier Pony Express

(Continued from page 24)

stitute fake army dispatches for the real ones. Guilt points to Mary, but when Dillaway is shot he confesses and implicates Keane. In the climax Johnson and his henchmen, along with Keane, are killed.

SUMMARY: Western fans will like this. All they want in thrills, action, fast-riding, singing, etc., will be found in Rogers' latest picture. The story and direction are all that could be desired for an outdoor film, and the performances are satisfactory. Raymond Hatton furnishes the comedy, while Noble Johnson, known generally for his bronze man roles in elaborate costume pictures, comes through here a first-rate bandit. Where Rogers is liked, his newest effort will please. Get tieups on paper cups, electric razors, typewriters, breakfast foods, candies, beverages, etc.

OUTSTANDING: Production treatment.

Catchline: "They risked their lives for a two-cent stamp." **(FAMILY)**

Double Crime in the Maginot Line

Tower Drama 83 mins.

Unusual Background of Maginot Line For Murder Mystery Adds Interest To This

Cast: Victor Francen, Vera Korene, Jacques Baumer, Fernand Fabre, Vital and others. Directed and produced by Felix Gandera.

Plot: The commandant of a section of the Maginot Line is murdered. One of his officers had married a German woman and he is suspected. But when his story of innocence is believed he is set free to trap the guilty man and does so finding it to be his wife's brother.

SUMMARY: The unusual background for this picture should make it especially interesting at this time when the Maginot Line looms daily in the news. The titles are good and there are not too many of them. The acting is splendid but the names won't mean anything to American audiences. The picture's sole appeal to audiences is its background. After they are in the theatre its other entertainment qualities will manifest themselves, the best of which is the suspense. Stress in all your advertising that it is a murder mystery of the Maginot Line and not a "scenic."

Catchline: "Murder in the depths of France's underground fortification." **(ADULT)**

For Booking Information write Tower Pictures, 729 7th Ave., N. Y. City.

The Family Next Door

(Hollywood Preview)

Univ. Comedy 60 mins.

Snappy Direction Helps First of New Family Series Overcome Hackneyed Plot

(National Release Date, March 31)

Cast: Hugh Herbert, Joy Hodges, Eddie Quillan, Ruth Donnelly, Bennie Bartlett, Juanita Quigley and others. Original screenplay by Mortimer Offner. Directed by Joseph Santley. Associate Producer, Max Golden.

Plot: Herbert, a one-trip plumber, is egged on by his wife, Ruth Donnelly, to do bigger and better things to make more money. To help her daughter, Joy Hodges, "get" Tommy Beck, nephew of wealthy Cecil Cunningham, Miss Donnelly allows her older son, Quillan, to sell "nest egg" bonds to invest in a new property development. The development is found to have a quicksand bottom when younger daughter Juanita Quigley is caught trying to save the family pooch from sinking in it. All ends well financially when a geologist finds a silicate in the soil.

SUMMARY: Not to be considered in the same class as the Jones or Hardy family series, this should nevertheless make a good companion film for a stronger feature. That it is pleasing entertainment can be attributed to the direction of Joseph Santley, who brings out the laughs in rapid-fire succession to overcome the much-used plot. With the support of Ruth Donnelly, who turns in an excellent performance as his helpmate, Hugh Herbert won't disappoint his fans. The children are well cast and help to keep things lively. Have a man and woman, accompanied by four youngsters and a dog, walk around the business district with a large sign reading: "We are 'The Family Next Door' — Follow Us to the Blank Theatre for a laugh."

OUTSTANDING: Joseph Santley's direction; Hugh Herbert.

Catchline: "Just a plumber with 'woo! woo!' in his pipes." **(FAMILY)**

Weekly Product Check-Up

(Continued from page 23)

REPUBLIC (Cont.)

In Production

ALL THE TOMORROWS
Frieda Inescort Otto Kruger
Directed by Sidney Salkow

HEADIN' FOR TEXAS (W)
Roy Rogers Mary Hart
Produced and directed by Joe Kane

TWENTIETH CENTURY-FOX

In Production

1938-39

GIRL FROM BROOKLYN
Advance Dope *August 13*
under title "By the Dawn's Early Light"

ROSE OF WASHINGTON SQUARE
Advance Dope *February 4*

SUSANNAH OF THE MOUNTIES
Advance Dope *March 11*

NEWS IS MADE AT NIGHT
Advance Dope *March 18*

CHARLIE CHAN IN RENO
Advance Dope *March 11*

THE GORILLA
Advance Dope *March 11*

BOY FRIEND
Advance Dope *April 1*

RETURN OF THE CISCO KID
Advance Dope *April 1*

1939-40

STANLEY AND LIVINGSTONE
Advance Dope *March 4*

In Production

1938-39

YOUNG MR. LINCOLN
Advance Dope *April 8*

SECOND FIDDLE
Advance Dope *April 8*

IT COULD HAPPEN TO YOU
Gloria Stuart Stuart Erwin
Directed by Alfred Werker

1939-40

HOTEL FOR WOMEN
Elsa Maxwell
Directed by Gregory Ratoff

EAST SIDE, WEST SIDE
Amanda Duff Kane Richmond
Directed by Ricardo Cortez

UNITED ARTISTS

Being Edited

CAPTAIN FURY
Produced by Hal Roach
Advance Dope *February 18*

In Production

MAN IN THE IRON MASK
Produced by Edward Small
Advance Dope *March 25*

MUSIC SCHOOL
Produced by Samuel Goldwyn
Jascha Heifetz Joel McCrea
Directed by Archie Mayo

UNIVERSAL

Being Edited

BIG TOWN CZAR
Advance Dope *March 11*

FOR LOVE OR MONEY
June Lang Robert Kent
Directed by Al Rogell

HOUSE OF FEAR
Advance Dope *April 1*

In Production

THE SUN NEVER SETS
Doug Fairbanks, Jr. Virginia Field
Produced and directed by Rowland V. Lee

EX-CHAMP
Victor McLaglen Nan Grey
Directed by Phil Rosen

THEY ASKED FOR IT
William Lundigan Joy Hodges
Directed by Frank McDonald

OLD GRAD
Charley Grapewin Anita Louise
Directed by Harold Young

WARNER BROTHERS

Being Edited

NAUGHTY BUT NICE
Advance Dope *December 10*
under title "Always Leave Them Laughing"

JUAREZ
Advance Dope *February 4*

KID FROM KOKOMO
Advance Dope *January 7*
under title "Broadway Cavalier"

CODE OF THE SECRET SERVICE
Advance Dope *January 14*
under title "Smashing the Spy Ring"

SWEEPSTAKES WINNER
Advance Dope *January 7*

HELL'S KITCHEN
Advance Dope *February 18*

DEVIL ON WHEELS
Advance Dope *March 18*
under title "Roaring Crowd"

NANCY DREW, TROUBLE SHOOTER
Advance Dope *March 4*

EACH DAWN I DIE
Advance Dope *March 4*

CONFESSIONS OF A NAZI SPY
Edward G. Robinson Lya Lys
Directed by Anatole Litvak

FAMILY AFFAIR
Advance Dope *March 4*

GANTRY THE GREAT
Advance Dope *March 25*

WATERFRONT
Advance Dope *April 1*

ENEMY AGENT
Advance Dope *April 1*

In Production

1938-39

GIVE ME A CHILD
Advance Dope *April 1*

LIGHTHOUSE HARRY
Bert Wheeler Marie Wilson
Directed by Noel Smith

HOBBY FAMILY
Jane Bryan Henry O'Neill
Directed by William Clemens

1939-40

BATTLE OF CITY HALL
Advance Dope *April 1*

OLD MAID
Bette Davis George Brent
Directed by Edmund Goulding

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

IN THE SHORT SHOPS

United Artists

Countess Eleanor Von Keller, producer of the World Windows Series of Technicolor shorts, cables from Delhi that she has completed four new subjects. They are "The Jungle", "Indian Temples", "An Indian Road" and "The Maharajah".

RKO

Joe Walsh and Harry Smith, Pathe Sportscope crew, are back in New York after filming the Augusta Masters' Tournament. Shots of Horton Smith, Dick Metz, Ed Dudley and Jimmy Thompson will be used in a golf reel for April release, titled "Smooth Approach".

Columbia

Plans are being made for a new series of six one-reel shorts to be produced and released as part of the 1939-40 program. Titled "Fools Who Made History," each short will be a dramatic, well documented short biography of a famous benefactor of humanity who, at the time when he was at work on his greatest discovery, was commonly regarded as a fool. Hugh McCollum will produce the series, and Jan LeMan will write and direct the subjects.

"Three Sappy People", a new Three Stooges comedy which includes in the cast, Lorna Gray in the feminine lead, and Don Beddoe, Bud Jameson, and Forbes Murray in important supporting roles, was completed last week. "Three Sappy People" presents the Stooges—Howard, Fine and Howard—as telephone repairmen who masquerade as psychiatrists and apply a most unusual therapy with hilarious results to a millionaire's wife. Jules White produced and directed.

MGM

With the announcement that twelve shorts will get under way during April, Jack Chertok, producer of short subjects, prepares for the busiest month of the year. First to start will be a new "Crime Does Not Pay" two-reeler, "Help Wanted", a story of the unemployment racket. Fred Zinneman will direct. Two other crime shorts, "Drunk Driving," and "Under Our Very Eyes" concerning itself with German-American bunds in this country, will go before the cameras within the next four weeks.

Having finished two of his proposed three one-reelers in New York, Robert Benchley started on his third and last Eastern comedy of the season. The new laughfest will be titled "Parlor Magic", according to Jack Chertok, Metro-Goldwyn-Mayer shorts producer who recently arrived from the East, where he supervised the preparation of Benchley's comedies. The first Benchley film was "How To Eat", followed by "How To Keep Warm". The new one-reeler will be finished by the first of next week at which time the comedian will wind up his Eastern affairs preparatory to his trip West to complete his screen series.

The last of the current season's series of musical shorts, "Street of Romance", which Louis Lewyn will make with George Sidney directing, will also start. Sidney also is to direct "Pups and Penguins", a miniature, and two new "Our Gang" comedies. "The Story of Dr. Goldberger" will be John Nesbitt's contribution in the "Passing Parade" series, and Robert Benchley is expected to return in time to do two of his famed comedies on the coast. Last of the dozen films will be two patriotic shorts, "The Mayflower Pact", and an untitled story of Abraham Lincoln.

With the final stroke of their paint brushes, Hugh Harman and Rudolph Ising, producers of cartoons, announce that the first of their series of new Technicolor cartoons is completed. The new one-reel laughfest, "The Little Goldfish", starts the yearly series of eighteen such one-reelers that Harman and Ising will turn out. They start work immediately on the second color cartoon, "Goldilocks and the Three Bears", to be followed by "The Little Bear".

Vitaphone

A lavishly mounted two-reel musical Kiddie Revue, with a cast of 65 children, is currently in production. This is the third year that the Vitaphone studio has filmed a short with an all-infant cast. The youngsters range in age from three to eight years and have been recruited from several states. Maryland, New Hampshire, Tennessee, Pennsylvania, Massachusetts, New York and New Jersey are represented in the film. Joseph Henabery is directing.

Paramount

With baseball about to start on its long schedule in key cities throughout the nation, Grantland Rice, producer of "Diamond Dust", a Sportlight, introduces Judge Kenesaw Mountain Landis, high commissioner of organized baseball, to film fans. In this same reel which reveals the scientific points of America's national pastime, the audience is also treated to action scenes in which the following champions participate: Johnny Vander Meer, Bill Dickey, Hank Greenberg, Jimmy Foxx and Joe McCarthy.

Paramount's latest Unusual Occupation, No. 5 features many prominent personalities from the screen and radio. In the film Jean Parker, of the screen, is shown designing her own wardrobe; Ben Bernie, Lanny Ross and Jessica Dragonette, all of radio fame, are among the foremost "doodlers," unconscious scribblers. In another sequence of this reel Guy Lombardo, orchestra leader, acts as the model for a prominent sculptor who works on hands only making attractive bookends, penholders and other unusual ornaments.

Scholastic Magazine Devotes Space to Warner Historical Short

Scholastic Magazine devoted a special section space to Warner Bros.' latest historical featuret in Technicolor, "Lincoln in the White House" in a recent issue.

The publication, which is the national High School weekly, described the film in connection with the stage and screen versions of the life of the President. Stills from the Warner production illustrated the article.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning April 15)

CAPITOL — Little Gold Fish (MGM); Weather Wizards (MGM); While America Sleeps (MGM).

CRITERION — Happy Tots (Col.); Lone Ranger Rides Again No. 9 (Rep.) rev. 2-18-39.

GLOBE—Odd Sports (Col.); A Day at the Zoo (Vita.) rev. 3-18-39.

PARAMOUNT — Pictorial No. 9 (Para.); Good Skates (Para.); Popular Science No. 3 (Para.); Aladdin and His Wonderful Lamp (Para.).

RADIO CITY MUSIC HALL—The Ugly Duckling (RKO) rev. 10-22-38.

RIALTO—Oliver the Eighth (MGM) reissue.

RIVOLI—Donald's Lucky Day (RKO) rev. 10-22-38; Smooth Approach (RKO).

ROXY—G-Men Jitters (20th-Fox); Fashion Forecast for Spring and Summer (20th-Fox) rev. this issue.

STRAND—Chained (Vita.) rev. 3-25-39.

CHICAGO LOOP

(Week Ending April 15)

APOLLO—It's the McCoy (Vita.); Fashion Forecast for Spring and Summer (20th-Fox) rev. this issue.

CHICAGO—Chicken Jitters (Vita.) rev. 4-1-39.

GARRICK—Home Cheap Home (Vita.); on Tap (MGM).

ROOSEVELT—A Fat Chance (Vita.); Fashion Forecast for Spring and Summer (20th-Fov) rev. this isue.

UNITED ARTISTS—Money to Loan (MGM) rev. 4-1-39; Fisherman's Pluck (Para.) rev. 4-1-39; Porky's Movie Mystery (Vita.) rev. 3-4-39.

Scores of Tieups Made On "Fashion Forecasts"

Exhibitors playing the Vyvyan Donner "Fashion Forecast" series are fortunate in that several nationwide tieups have been effected on the various styles in the latest Technicolor reel "Fashion Forecasts for Spring and Summer." For example, on Mark Cross bags and gloves, approximately 170 dealers throughout the country are all set to cooperate with exhibitors. No less than 60 merchants have been brought into play for tieups on hats by Lily Dache.

As for shoes by Palter de Liso, there are over 40 merchants in scattered points eager to give every possible assistance to exhibitors in their territories playing the "Forecasts." Bridal costumes by David Gottlieb, Inc., are featured by sixteen merchants in key cities. There are hundreds of other retailers who have stocked up on the different types of dresses exhibited in the reel.

Names and addresses of these merchants are contained in a press book issued by 20th Century-Fox. If you don't have one, order it from your exchange. And remember that even though your own situation may not be listed (lack of space often prevents this) there is still a strong possibility that a merchant near you sells the styles featured.

Lots of suggestions for other tieups, a wealth of publicity stories, and a variety of mats are also in the press book. There are 20 eye-catching stills available at your 20th-Fox exchange for use in illustrating stories, for special layouts in the women's section of the newspaper and for your own lobby displays.

Vyvyan Donner's "Fashion Forecasts" are really exploitable subjects. Give them plenty of exploitation and advertising. Then watch the ladies (bringing the men with them) rush to your box office.

Short Subject Reviews

FASHION FORECAST FOR SPRING AND SUMMER

Prod. No. 9603 ***(Tech.)*** ***Excellent***

20th-Fox Fashion Forecasts No. 3 9 mins.

Comment: Here's another in the "Fashion Forecasts" series that's bound to please the women and give the men an eyeful. Some of the loveliest models in these United States display the newest styles in spring and summer attire for daytime and evening wear. With the sly, satirical commentary by Ilka Chase, plus the fact that fashions are presented informally in most instances rather than in the usual parade manner, this subject succeeds in holding one's interest. All the gay colors are emphasized by Technicolor photography. The highlight is the forecast of wedding gowns and dresses for the bridesmaids, all in pink and white as a departure from the traditional white. Vyvyan Donner directed, with Jack Painter supervising.

Exploitation: This is a "natural" for tieups with women's shops and the newspapers. Arrange for cooperative window displays as well as cooperative ads. By inviting your local paper's fashion editor to a private screening, you pave the way for much extra publicity on the fashion pages. Conduct a contest among would-be fashion designers for the best sketches of spring and summer wear. See that the subject gets a good plug in your ads, programs, in your lobby, out front and on the marquee. If you have not yet staged a fashion show, here's your opportunity to tie it up with this fashion reel.

JAPAN—MASTER OF THE ORIENT

Prod. No. 93,109 ***Very Good***

RKO-Radio March of Time No. 9 19 mins.

Comment: Japan's huge military machine and its present drain on the nation's resources is shown in this picture. It presents some views of Japan never before seen and which are likely to be closely studied in this country as well as in various European Chancellories. It gives one on idea of how much a war can mean to a country and how greatly it affects every citizen. The effects of the war on Japanese business are clearly indicated and the pictures of Manchukuo are the first to give a true indication of the extent to which Japan has developed that country at a cost of her own resources. The subject is very good and should lend itself to most any program.

Exploitation: Plug this through the newspapers to tie up with their stories from China. Give it plenty of space in your newspaper ads, programs and in your lobby.

SEAL SKINNERS

Prod. No. W-881 ***Poor***

MGM Cartoon No. 1 7 mins.

Comment: A trained seal escapes from a show and gets on board the Captain's boat. The trainer comes after him, dressed in a seal skin. The resulting antics make up the balance of the cartoon. It's pretty poor material without a laugh in it. The audience at the Criterion Theatre, New York, where this was caught evinced far more interest in the trailer for the next week's show.

Exploitation: Mention the subject in all your advertising, including lobby, programs and newspaper ads.

Create Box Office Magic With "Magician's Daughter" Tieups

"The Magician's Daughter," a short subject filled with music, merriment and magic, offers exhibitors a splendid opportunity for a good exploitation campaign.

The picture will naturally have special interest for members of the American Magicians' Society, which is represented everywhere with local chapters. For this reason, you should contact the local secretary and make plans for cooperation in various promotional activities.

Right now you can undoubtedly think of many local amateur magicians who are quite proficient at the sleight-of-hand art. With your newspaper aiding you in sponsoring a contest in which these amateurs perform their tricks on your stage for cash prizes, you have a stunt which is sure to bring magical results to your box office.

Arrange a screening for local magicians daughters, provided you can locate them. Have them photographed and interviewed following the screening for newspaper publicity purposes. Stores featuring toy and game departments also sell various paraphernalia designed for amateur magicians. There have also been hundreds of books written about magic. Remembering this, obtain stills from your exchange on "The Magician's Daughter" to aid you in dressing up window and counter tieup displays.

If you want crowds to congregate, put a magician in a downtown window and let him do his stuff. If you wish, you can use him as a special lobby stunt.

Benchley's Base-Ball Throwing Subject Has Good Sales Values

Gag exploitation should be the rule in selling "Opening Day," the Robert Benchley short subject. In most cities and towns at the start of the baseball season, the Mayor or some other dignitary is given the honor of throwing out the first ball, as Benchley does. Let them in on Benchley's technique. It ought to make good newspaper feature copy. Arrange a special screening for as many first-game ball throwers as you can round up.

If you're playing this subject around the time of year when baseball is all but completely forgotten, make a tieup with your newspaper whereby members of the local team will be the publication's guest at one of the performances. They'll be glad to be remembered, and will enjoy Benchley's ball-throwing ceremonies immensely. Also, during the off-season, uniformed ball players can parade down the main street.

"My Ten Years in a Quandary," "After 1903 What?", and other Benchley books offer direct tieups with window displays and mailing lists of book stores and libraries.

Go to bat on this, and watch 'em make a home run to your box office.



Special Lincolnia Display

The Public Library cooperated with Manager C. L. Hollister on the showing of the Warner Bros. short subject, "Lincoln in the White House" at his Babcock Theatre, Wellsville, N. Y. Shown above is a Lincolnia display of books and biographies, augmented by stills from the picture, and a play-date credit card.

. . NEWSREEL SYNOPSES . .

(Released Saturday, April 15)

PARAMOUNT (No. 73)—Clipper blazes air trail to Europe; Hughes' 77th birthday; Works of peace in Madrid; Crown of Andes shown in New York; Joseph Beck confers with English government; Telephone weather service; Preview of N. Y. World's Fair; Baseball's 100th anniversary; National baseball museum at Cooperstown, N. Y.

MOVIETONE (Vol. 21, No. 62)—Training air pilots; Hughes' 77th birthday; Glass blowers at N. Y. World's Fair; Hollywood stars at "Bell" premiere; Crown of Andes shown in New York; French army and British navy parade; King and Queen visit housing project; New torredo boat tried on Thames; Twin convention in New York; Baby contest in Brooklyn hospital; Lew Lehr and beard of bees; Rowing crew practices on circular moving boat; El Chico racing at Belmont Park.

PATHE (Vol. 10, No. 77)—Sen. Lewis' funeral; Hughes' 77th birthday; U.S.S. Saratoga planes practice; Ex-service men swell army reserve; Feminine diving champion tries comeback; White House awaits royal guests; Firemen quench N. J. timber blaze.

UNIVERSAL (Vol. 11, No. 762)—White House awaits royal guests; Danish royalty visits San Francisco Fair; President greets new secretary; Hughes' 77th birthday; Grain ship activities; Target war at St. Joseph, Mo.; N. Y. debs exercise babies; Kids baseball game at Mamaroneck, N. Y.; Tree planting in Ore.; Girls dancing troupe; Models show new "back" art in N. Y.; Model of N. Y. World's Fair displayed; Glass blowers at N. Y. World's Fair; Crown of the Andes shown in New York.

NEWS OF THE DAY (Vol. 10, No. 258)—Italian-French ships at sea; Yankee Clipper crosses Atlantic; House of glass at N. Y. World's Fair; Hughes' 77th birthday; Coast Guard tests amphibian tank; Crown of Andes shown in New York; Twin convention in New York; Baby contest in Brooklyn hospital; Midget racing.

(Released Wednesday, April 12)

PARAMOUNT (No. 72)—Easter parades throughout the country; British freighter sinks off west coast; Henry Ford visits N. Y. Fair; Danish royalty arrive in Los Angeles; Refugees pour into England; "Upside-down stomach girl" wins health honor; Seizures of Albania perils Europe's peace; Marian Anderson sings before 75,000 at Washington, D. C.

MOVIETONE (Vol. 21, No. 61)—Franco's troops take Madrid; French ambassador presents credentials to Franco at Burgos; France and Rumania sign new trade treaty; Mussolini conquers Albania; Easter parades throughout the country; Danish royalty arrive in Los Angeles; Henry Ford visits N. Y. Fair; Army Day celebrations in New York and Ft. Lewis, Wash.; Marian Anderson sings before 75,000 at Washington, D. C.; British freighter sinks off west coast; Lew Lehr's college rodeo; Dick Metz wins $5,000 golf open at Asheville, N. C.

NEWS OF THE DAY (Vol. 10, No. 259)—Scenes of Albania, conquered by Italy; Air raid drills in Poland; Neutrality hearings in Washington; Marian Anderson sings before 75,000 at Washington, D. C.; Avalanche in French Pyrenees; British freighter sinks off west coast; Danish royalty arrive in Los Angeles; English dinghy fleet braves choppy seas; College rodeo at Victorville, Calif.

PATHE (Vol. 10, No. 76)—Hitler at Memel; Celebration of Italian Fascism's 20th anniversary at Rome which precedes attack on Albania; France and Britain weld democracies; Air raid drills in Poland; Neutrality hearings in Washington; Henry Ford visits N. Y. World's Fair; 200 California families battle depression by exchanging work for needs; Danish royalty arrive in Los Angeles.

UNIVERSAL (Vol. 11, No. 761)—Italy absorbs Albania; Nation observes Army Day; Easter parades throughout the country; Avalanche in French Pyrenees; British freighter sinks off west coast; Henry Ford visits N. Y. Fair; Coast greets Danish royalty; "Upside-down stomach girl" wins health honor; College rodeo at Victorville, Calif.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

NANCY KELLY was moved up another step toward stardom recently when DARRYL F. ZANUCK, production chief at 20th Century-Fox, instructed his scenarists to rewrite a number of scenes in her current movie. In the revised scenes, which are for "Stanley and Livingston", she will appear opposite SPENCER TRACY and RICHARD GREENE.

BEULAH BONDI, currently working in MGM's "On Borrowed Time", checks in at Columbia for a featured role in FRANK CAPRA'S "Mr. Smith Goes to Washington." MISS BONDI will work at both studios until her part in "On Borrowed Time" is completed.

Scoring of "Man About Town", new Paramount comedy starring JACK BENNY, DOROTHY LAMOUR and EDWARD ARNOLD, was started this week under the direction of ANDREA SETARO. VICTOR YOUNG is collaborating on the background score.

"Sons of the Navy" by GROVER JONES and TRUE BOARDMAN was purchased by Monogram, and will be one of the early productions of the 1939-40 program. "Navy" was a radio skit produced recently by Silver Theatre starring GINGER ROGERS with ELLIOTT LEWIS.

EDWARD G. ROBINSON left for New York to spend a vacation and attend the world premiere of "Confessions of a Nazi Spy", Warner picture in which he stars. ROBINSON will return to Hollywood directly after the premiere of the picture at the Strand Theatre.

ROBERT MONTGOMERY'S first picture for MGM on his return from Washington and the Neely Bill hearings will be "Stronger Than Desire", to be produced by JOHN W. CONSIDINE, JR., and directed by LESLIE FENTON. DAVID HERTZ and WILLIAM LUDWIG adapted to the screen.

HELEN VINSON has been signed by RKO for a featured role in "Memory of Love", new co-starring vehicle for CAROLE LOMBARD, CARY GRANT and KAY FRANCIS, scheduled to go befor the cameras within the next two weeks. The picture will be produced by GEORGE HAIGHT with JOHN CROMWELL directing.

Well in advance of actual production, SAMUEL GOLDWYN has started rehearsals for his coming picture "The Real Glory", starring GARY COOPER and featuring ANDREA LEEDS, DAVID NIVEN and WALTER BRENNAN. Shooting is scheduled for the end of this month.

VICTOR YOUNG, one of Hollywood's outstanding musicians, has been signed by SOL LESSER as musical director for "Way Down South", the BOB BREEN film which goes into production April 24. Young BREEN will begin to record his song numbers late this week.

FRANKLYN WARNER, Fine Arts president, left for New York for conferences with EARL W. HAMMONS on his Grand National deal. WARNER said that regardless of the outcome, he will continue his production activities upon his return to Hollywood, and is now working on another releasing agreement.

EDWARD LUDWIG has been definitely set to direct "Strangers at the Feast" as his next assignment at Universal. That studio has had a commitment on his services since he completed "That Certain Age". LUDWIG will pilot one picture for Columbia before reporting to Universal.

JESSE L. LASKYS "Gateway to Hollywood" radio program resulted in RKO handing term contracts to six players. The studio permitted all options to lapse except on RALPH BOWMAN, ROWENA COOK, LINDA HAYES, KATHERINE HOHN, CHARLES RUPPERT and JOHN LAIRD.

Marking an unusual departure in motion picture production methods, LESLIE HOWARD was signed to take the top male role in Selznick International's "Intermezzo", and to act as associate producer on the production. HOWARD is currently appearing in "Gone With The Wind".

SIDNEY SALKOW has been assigned to direct Republic's "Stand up and Sing" for Producer HERMAN SCHLOM. Production will start as soon as SALKOW completes "All the Tomorrows", FRIEDA INESCORT feature now before the cameras.

FRED ASTAIRE signed a two-picture a year contract with MGM, and the first calls for him to co-star with ELEANOR POWELL in "Broadway Melody of 1940", JACK CUMMINGS producing.



Posing With Child Star

LARRY SIMMS *of "Blondie Meets The Boss", poses with* CHESTER MORRIS *between scenes of Columbia's "Blind Alley" in which* CHESTER MORRIS *plays a featured part.*

Universal Near Settlement With Danielle Darrieux on Contract

A compromise settlement is near between Universal and GREGOR RABINOVICH to clear contract complications for the services of DANIELLE DARRIEUX, French film star, who was brought to America for "The Rage of Paris" ten months ago.

RABINOVITCH wanted $400,000 as price of asserted prior contract rights and Universal is understood to have made a counter offer, with prospects for a quick settlement.

Studio has two stories, completely scripted, and are ready in case the deal is made. They are "Rio" and "Almost an Angel", both on JOE PASTERNAK'S list of tentative productions.

Gabriel Pascal Returns for Huddles on "Doctor's Dilemma"

GABRIEL PASCAL, accompanied by his art director, LAURENCE IRVING, arrived in Hollywood for a six week stay. PASCAL will check on story treatment of "Doctor's Dilemma", second GEORGE BERNARD SHAW story he will produce and also "Major Barbara" third SHAW play slated for the screen.

WENDY HILLER will star in "Major Barbara" and SIR CEDRIC HARDWICKE, PAUL LUKAS, ROLAND YOUNG, C. AUBREY SMITH and JEAN CADELL have already been announced for "Doctor's Dilemma." Both pictures will be produced in England for MGM release.

"Irish Luck" Next for Darro

The last picture in the series of four starring FRANKIE DARRO will be "Irish Luck", scheduled to go into production late this month. MARY MCCARTHY has been signed by SCOTT R. DUNLAP, studio production head at Monogram, to write the screenplay from the CHARLES MOLYNEUX BROWN story. Director and the supporting cast is expected to be signed this week.



Stunts for Exhibs

SMILEY BURNETTE, SAM KURSON, MRS. HARRY REINHART, GENE AUTRY, MRS. SAM KURSON *and* HARRY REINHART. REINHART *is owner of the leading theatres in Akron, Ohio.* KURSON *is owner and manager of the Graphic Circuit, comprised of houses in Maine, New Hampshire and Vermont. Both exhibitors and their wives vacationed in Hollywood and visited* AUTRY *on the set of "Blue Montana Skies."*



Happiest Couple in Hollywood

ROWENA COOK *and* RALPH BOWMAN, *winner of* JESSE L. LASKY'S *"Gateway to Hollywood" talent quest. As survivors of the finals, they win the right permanently to assume the names of* ALICE EDEN *and* JOHN ARCHER *and also receive featured roles in RKO Radio's picture "Career." JESSE L. LASKY is pictured offering his congratulations while* EDWARD G. ROBINSON, *right, looks on approvingly.*

Paramount Home Office Executives Arrive for Product Conferences

Paramount home office executives arrived in Hollywood this week to confer with Y. FRANK FREEMAN and studio officials on the 1939-40 product. ROBERT M. GILLHAM, director of advertising and publicity, and NEIL AGNEW, vice-president in charge of distribution, stopped off at Chicago for conferences with exchange men and CLIFF LEWIS, studio advertising director, to discuss the final details of the world premiere of CECIL B. DEMILLE'S "Union Pacific" at Omaha, Neb., on April 28.

It is expected that the home office group, which consists of BARNEY BALABAN, STANTON GRIFFIS, EDWIN WEISL, RUSSELL HOLMAN and LEON NETTER, will remain in California approximately three weeks.

At the conclusion of the production discussions, AGNEW plans to visit exchanges in San Francisco, Seattle, Portland, Oregon and Salt Lake City before returning to his New York office. GILLHAM is slated to remain at the studio for several months.

"Rains Came" to Start Soon

CLARENCE BROWN, who will direct "The Rains Came" for 20th Century-Fox, will send the picture before the cameras in about a week, with HARRY JOE BROWN supervising as associate producer. Leading roles will be played by MYRNA LOY, GEORGE BRENT and TYRONE POWER with a powerful supporting cast including H. B. WARNER, JANE DARWELL, CESAR ROMERO, JOSEPH SCHILDKRAUT and MME. MARIA OUSPENSKAYA.

Set Building Starts for "Rulers"

Technicians and craftsmen at Paramount started the building of an accurate reproduction of the engine room of the Sirius, first ship to cross the Atlantic under steam power, for FRANK LLOYD'S new picture, "Ruler of the Seas" featuring DOUGLAS FAIRBANKS, JR., WILL FYFFE and MARGARET LOCKWOOD. Producer-director LLOYD plans to put the picture before the cameras in two weeks.

Hays Office to Check Commercial Use of Stars' Photographs in Ads

The Hays office ordered an immediate investigation of pictures of film stars and featured players used in fan magazines and other publications for commercial advertisements. Several complaints have been filed by leading players, that their photographs have been used without their consent or knowledge.

Officials of the Hays office refuse to discuss the situation, but it is known that they have been checking the publications for several months. It is also reported that many of the players themselves do not feel that use of pictures in connection with advertising, is advantageous to their film careers.

Aid of the SAG is being sought to determine whether the use of the art was without consent of the players, and if so, the publications will be ordered to cease practice at once.

Bobs Watson in MGM Film

With the selection of BOBS WATSON for the pivot role of Pud, production on MGM's "On Borrowed Time" started this week with LIONEL BARRYMORE in the top spot. Also appearing in the picture are BEULAH BONDI, UNA MERKEL, IAN WOLFE, SIR CEDRIC HARDWICKE and CHARLES WALDRON. HAROLD S. BUCQUET directs under the production supervision of SIDNEY FRANKLIN.

WB Re-sign Michael Curtiz

MICHAEL CURTIZ has been given a new directorial contract at Warner Bros. for his work on "Dodge City." During 1938 CURTIZ directed "Four Daughters" and "Angels With Dirty Faces", each nominated for an Academy Award. His next assignment will be "The Knight and the Lady", based on the screenplay by NORMAN REILLY RAINE and AENEAS MCKENZIE, co-starring BETTE DAVIS and ERROL FLYNN.

Hitchcock Reports for "Rebecca"

Joining the Hollywood motion picture colony for the first time, ALFRED HITCHCOCK reported to Selznick International to start work under a long-term contract. Preparations will begin immediately on his first assignment, the filming of "Rebecca." HITCHCOCK was recently voted the outstanding director of 1938 by the New York motion picture critics for his direction of "The Lady Vanishes."

Yates Returns in Two Weeks

HERBERT J. YATES, head man at Republic, is scheduled to return to the studio in about two weeks for additional conferences on product and studio affairs. YATES is on his way to New York and will leave for Hollywood after the Eastern opening of "Man of Conquest", Republic's biggest and best production to date.

Taking Lessons

Director FRANK MCDONALD, *whose many film dramas of newspaper life include some of the "Torchy Blane" pictures, is shown explaining a bit of action to* JOY HODGES, *left and* WM. LUNDIGAN, *whom he is directing in Universal's newspaper mystery-comedy, "They Asked For It." The cigar has become his trademark.*



WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Luncheon with Johnny Miles on the Goldwyn lot and ran into what looked like a Filipino house-boy convention. They stormed all over the place, about a thousand strong, hoping for a spot in "The Real Glory", forthcoming Gary Cooper starrer, based on the Philippine Island history.

At the preview of Republic's top production effort, "Man of Conquest", and we can report an impressively produced, well acted, outdoor picture with "what it takes" for boxoffice returns. Top acting honors go to Richard Dix, Edward Ellis and George Hayes, and the swell production and direction.

Just received a copy of "Technicolor News and Views" Volume 1, Number 1, edited by Margaret Ettinger. Have you noticed the improvement in the latest productions as compared with the old two-color process days? A few of the majors should copy some of Technicolor's field-service ideas.

We have the "Hardy Family", "Jones Family", "Higgins Family", "Headley Family" and "The Family Next Door", and now Warner Bros. plans a new series to be known as "The Hobby Family" . . . a gang on the screwball side. Still have room for the Cohens and the Kellys.

"The Blue Bird", Maurice Maeterlinck's symbol of happiness, will be the next Technicolor production for Shirley Temple . . . and speaking of happiness, Shirley has been spreading her share of "happiness" for years.

Is our face RED. We had Robert Cummings all set for the leading role in Columbia's "Golden Boy" when William Holden sneaks around "end" and grabs the job. Wonder who ran interference for him, or is the lineup of "percenters" something new.

Tracy in RKO's "Spellbinder"

LEE TRACY returns to RKO late this month to play the title role in "The Spellbinder" which will be produced by CLIFF REID. BARBARA REED, recipient of a long term contract from the studio, will play opposite TRACY. This will be the second for TRACY on his three-picture contract.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
Everything is Rhythm (Mu)		Harry Roy & Band	2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien		Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan		Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon		Reissued
Monster Walks (My-D)	60	Mischa Auer		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		Reissued
Rain (D)	85	J. Crawford-W. Huston		Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister		Reissued
Sky Devils (C-D)	88	Spencer Tracy		Reissued
Street Scene (D)	79	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67	Bob Burns		Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
Woman Unafraid (D)	66	Gallagher-Gleason		Reissued

COLUMBIA

1937-38

City Streets (D)	68	Fellows-Carrillo	(F)	7/1/38	b6/25/38
Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
Highway Patrol (D)	58	Paige-Wells	(F)	6/27/38	b6/11/38
Holiday (C-D)	94	K. Hepburn-C. Grant	(F)	6/15/38	b5/21/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Law of the Plains (W)	56	C. Starrett-I. Meredith	(F)	5/12/38	b7/30/38
Main Event (D)	55	J. Wells-R. Paige	(F)	5/5/38	b5/14/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Pioneer Trail (W)	55	Luden-Barclay		7/15/38	a5/14/38
Reformatory (D)	61	Jack Holt-Wynters	(F)	7/21/38	b7/2/38
South of Arizona (W)	56	Starrett-Meredith	(F)	7/28/38	b10/8/38
Stagecoach Days (W)	58	Jack Luden-Eleanor Stewart		6/20/38	a4/9/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38
West of Cheyenne (W)	53	Starrett-Meredith	(F)	6/30/38	b8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Arizona Cowboy (W)		Charles Starrett-Iris Meredith		5/25/39	In Prod.
Blind Alley (D)		Ralph Bellamy-Rose Stradner		5/11/39	a4/8/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W)	54	Bill Elliott-Luana de Alcaniz		1/19/39	a11/19/38
(Former title, "California Cavalcade")					
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris		Joan Blondell-Melvyn Douglas			In Prod.
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Missing Daughters (D)		Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)	64	Chas. Starrett-Linda Winters		3/30/39	a2/4/39
(Former title, "Mounted Police")					
Only Angels Have Wings (D)		Jean Arthur-Cary Grant		5/15/39	a4/8/39
Outside These Walls (D)		Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Power to Kill		Jack Holt-Gertrude Michael			In Prod.
Rio Grande (W)	59	Chas. Starrett-Ann Doran		12/8/38	a10/1/38
(Former title, "North of Texas")					
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford		2/28/39	a1/28/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W)		Chas. Starrett-Iris Meredith		4/27/39	a3/18/39
(Former title, "The Oklahoma Trail")					
Strange Case of Dr. Meade (D)	65	Jack Holt-Beverly Roberts	(F)	12/15/38	b10/29/38
(Reviewed as "Outside the Law")					
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)		b2/18/39
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

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Mr. Smith Goes to Washington		Jean Arthur-James Stewart			In Prod.

GAUMONT BRITISH

1938-39 (Dist. by 20th-Fox)

Chicago Ben (C)	93	Kennedy-Hay-Bupp	(F)		b10/8/38
(Reviewed as "Hey! Hey! U.S.A.")					
Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D)	78	Tauber-Duna	(A)		b10/15/38
(Reviewed as "A Clown Must Laugh")					
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D)	72	Lodge-Lockwood	(A)	7/1/38	b2/12/38
(Reviewed as "Illegal Holiday")					
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38

GRAND NATIONAL

1937-38

Dangerous Secrets (D)	70	P. Lukas-L. Travers	(A)	8/19/38	b8/28/37
(Reviewed as "Brief Ecstasy")					
Held for Ransom (D)	60	B. Mehaffey-G. Withers	(F)	6/7/38	b6/18/38
High Command (D)	59	L. Atwill-L. Mannheim	(A)	7/15/38	b7/30/38
I Married a Spy (D)	59	N. Hamilton-B. Horney	(A)	7/1/38	b7/30/38
King of the Sierras (AD)	57	Rex—Sheik, the wonder horse		8/28/38	Not Rev.
Life Returns (D)	60	O. Stevens-L. Wilson	(F)	6/10/38	b7/30/38
Renfrew of the Great White Trail (D)		Newell-Walker		7/22/38	a6/18/38
Six Shootin' Sheriff (W)	59	Ken Maynard	(F)	5/21/38	b7/9/38
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38

GRAND NATIONAL

1938-39

Title	Mins.	Stars	Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F) 11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull	1/20/39	a12/31/38
Everything Happens to Ann (D)		Heather Angel-John King		a3/4/39
Exile Express (D)	61	Anna Sten-Alan Marshal	(A) 1/20/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F) 10/21/38	b9/17/38
Long Shot (D)	69	Marsha Hunt	(F) 1/6/39	b12/31/38
Miracle of Main Street		Margo		In Prod.
Panama Patrol (D)	67	Charlotte Wynters-Leon Ames	(F)	b2/25/39
Renfrew Saves a Lady		James Newell	2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F) 1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F) 10/14/38	b9/17/38
Singing Cowgirl		Dorothy Page-David O'Brien		a11/19/38
(Former Title "Lady Buckaroo")				
Six-Gun Rhythm (W)	55	Tex Fletcher-Joan Barclay	(F)	b2/18/39
Sunset Murder Case (D)	57	Sally Rand	11/11/38	a8/20/38
(Former title, "Murder on Sunset Boulevard")				
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F) 10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F) 1/13/39	b1/14/39
Water Rustlers (W)	54	Dorothy Page-David O'Brien	1/6/39	a11/19/38
(Former title, "The Last Barrier")				

MGM

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Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Chaser (C)	75	O'Keefe-Stone-Pendleton	(F)	7/29/38	b7/30/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Fast Company (My-D)	75	M. Douglas-F. Rice	(F)	7/8/38	b7/2/38
Hold That Kiss (C)	79	D. O'Keefe-M. O'Sullivan	(F)	5/13/38	b5/14/38
Lord Jeff (D)	84	F. Bartholomew-M. Rooney	(F)	6/24/38	b6/25/38
Love Finds Andy Hardy (C-D)	92	Stone-Rooney-Garland	(F)	7/22/38	b7/16/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Port of Seven Seas (D)	81	Beery-O'Sullivan	(A)	7/1/38	b4/2/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38
Shopworn Angel (D)	87	M. Sullavan-J. Stewart	(F)	7/15/38	b7/2/38
Swiss Miss (C)	72	Laurel and Hardy	(F)	5/20/38	b5/14/38
Three Comrades (D)	98	Taylor-Tone-Young-Sullavan	(A)	6/3/38	b5/28/38
Toy Wife (D)	94	Rainer-Douglas-Young	(A)	6/10/38	b6/4/38
Woman Against Woman (D)	60	Marshall-Bruce-Astor	(A)	6/17/38	b6/25/38
Yellow Jack (D)	83	R. Montgomery-V. Bruce	(F)	5/27/38	b5/21/38

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Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C)		Rob't Young-Billie Burke		5/26/39	a3/4/39
(Former title, "Maiden Voyage")					
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)		Lew Ayres-L. Barrymore		4/28/39	a2/18/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dark Dame		Rob't Young-Ann Sothern			In Prod.
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)		Robert Donat-Greer Garson		6/2/39	a2/18/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (D)		Rooney-Stone-Rutherford		4/21/39	a2/18/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
I Take This Woman (C-D)		Spencer Tracy-Hedy Lamarr		4/7/39	a11/12/38
It's a Wonderful World (My-C)		James Stewart-Claudette Colbert		5/19/39	a3/18/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (D)		Myrna Loy-Robert Taylor		5/5/39	a2/18/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies		Walter Pidgeon-Rita Johnson		6/9/39	In Prod.
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan (D)		Weissmuller-O'Sullivan		6/16/39	a2/18/39
Tell No Tales (D)		Melvyn Douglas-H. B. Warner		5/12/39	a3/18/39
(Former title, "One Hundred to One")					
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

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Gone With the Wind		Gable-Leigh-Howard (Tech.)			In Prod.
On Borrowed Time		Lionel Barrymore-Beulah Bondi			In Prod.
Wizard of Oz (Tech.)		Judy Garland-Frank Morgan			a11/12/38
Women, The		Shearer-Crawford-Russell			In Prod.

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Gunsmoke Trail (W)		Jack Randall		5/31/38	a4/30/38
Man's Country (W)	53	Jack Randall	(F)	7/6/38	b8/6/38
Marines Are Here (D)	60	J. Travis- G. Oliver	(F)	6/8/38	b5/28/38
Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38
Numbered Woman (D)	64	Blane-Hughes-Methot	(A)	5/22/38	b5/14/38
Phantom Ranger (W)		Tim McCoy		5/27/38	a4/9/38
Romance of the Limberlost (D)	82	J. Parker-E. Linden	(F)	6/22/38	b6/18/38

1938-39

Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)		Frankie Darro		5/1/39	a4/1/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Drifting Westward (W)		Jack Randall-Ethel Duran		1/25/39	a1/7/39
(Former title, "Santa Fe Bound")					
Down the Wyoming Trail (W)		Tex Ritter		5/5/39	In Prod.
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt		2/22/39	a1/28/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Sundown on the Prairie (W)		Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)		Jack Randall		3/22/39	a2/25/39
Undercover Agent (D)	64	Russell Gleason-Shirley Deane		4/5/39	a3/18/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D)	65	James Stephenson-Betty Lynne (Reviewed as "Dangerous Fingers")	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)		John Carroll-Movita		5/8/39	a4/8/39

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Bar 20 Justice (W)	66	Boyd-Hayden	(F)	6/24/38	b4/16/38
Booloo (D)	60	C. Tapley-S. Asmara	(F)	7/22/38	b7/23/38
Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Cocoanut Grove (Mu-C)	88	MacMurray-H. Hilliard	(F)	5/20/38	b5/14/38
Doctor Rhythm (M-C)	85	B. Crosby-M. Carlisle-B. Lillie	(F)	5/6/38	b4/30/38
Farewell to Arms (D)	99	Cooper-Hayes	(A)	6/3/38	Reissued
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Hunted Men (D)	64	Nolan-Carlisle-Crabbe	(F)	5/27/38	b5/7/38
Prison Farm (D)	68	L. Nolan-W. Frawley	(A)	6/17/38	b6/11/38
Professor Beware (C)	90	H. Lloyd-P. Welch	(F)	7/15/38	b7/16/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Stolen Heaven (M-D)	90	G. Raymond-O. Bradna	(F)	5/13/38	b4/2/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38
Tropic Holiday (Mu-C)	75	Lamour-B. Burns-Raye	(F)	7/1/38	b7/2/38
You and Me (D)	92	Raft-Sidney	(A)	6/1/38	b6/4/38

1938-39

Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester (Reviewed as "Vessel of Wrath")	(A)	3/10/39	b3/12/38
Beau Geste (D)		Gary Cooper-Ray Milland			a3/4/39
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Federal Offense (My)		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (D)		Gracie Allen-Warren William		6/16/39	a2/25/39
Grand Jury Secrets (D)		John Howard-Gail Patrick			a2/18/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)		Ray Milland-Isa Mirandi		5/19/39	a12/17/38
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)		Fred MacMurray-Irene Dunne		7/7/39	a2/25/39
Island of Lost Men		Anna May Wong-A. Quinn		6/30/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)		Jack Benny-Dorothy Lamour		6/2/39	a2/4/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		8/19/39	a4/8/39
Mr. & Mrs. Bulldog Drummond (D)		John Howard-Heather Angel		7/28/39	a3/25/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker		Bing Crosby-Louise Campbell			In Prod.
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
St. Martin's Lane (D)	80	Laughton-Leigh	(F)		b7/9/38
Some Like It Hot (C)		Bob Hope-Shirley Ross		5/12/39	a2/25/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life		Elizabeth Bergner		5/26/39	In Prod.
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Union Pacific (D)		Barbara Stanwyck-Joel McCrea		5/5/39	a1/7/39
Unmarried (D) (Former title, "Me and My Gal")		Buck Jones-Helen Twelvetrees		5/26/39	a12/31/38
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

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Cat and the Canary	Bob Hope-Paulette Goddard			In Prod.
Geronimo (D)	Preston Foster-Ellen Drew			a4/8/38
Gulliver's Travels	Tech. Cartoon Feature			In Prod.
Heaven On a Shoestring	Pat O'Brien-Olympe Bradna			In Prod.
Lawful Outlaws	Wm. Boyd			In Prod.
Ruler of the Seas	Fairbanks, Jr.—Lockwood			In Prod.
What a Life (C)	Jackie Cooper-Betty Field			a4/8/39

R.K.O.-RADIO 1936-37

Vivacious Lady (C)	90	G. Rogers-J. Stewart	(F)	5/13/38	b5/7/38

1937-38

Blind Alibi (D)	61½	Dix-Bourne	(F)	5/20/38	b5/14/38
Blond Cheat (C)	61	Fontaine-DeMarney	(A)	6/17/38	b5/28/38
Border G-Man (W)	61	Geo. O'Brien	(F)	6/24/38	b6/18/38
Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Crime Ring (D)	70	Lane-Mercer	(F)	7/8/38	b7/2/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Gun Law (W)	59	Geo. O'Brien	(F)	5/13/38	b5/14/38
Having Wonderful Time (C)	70	G. Rogers-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
I'm From the City (C)	70	Joe Penner	(F)	7/22/38	b7/30/38
King Kong (D)	100	Wray-Cabot-Armstrong	(A)	6/10/38	Reissued
Law of the Underworld (D)	61	C. Morris-A. Shirley	(A)	5/6/38	b3/26/38
Little Women (D)	115	Hepburn-J. Bennett-Lukas	(F)	7/8/38	Reissued
Mother Carey's Chickens (D)	82	R. Keeler-A. Shirley	(F)	7/29/38	b7/30/38
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Saint in New York (D)	72	L. Hayward-Kay Sutton	(F)	6/3/38	b5/7/38
Sky Giant (D)	80	R. Dix-C. Morris	(F)	7/29/38	b7/23/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

R.K.O.-RADIO 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Dove		Steffi Duna-Leo Carillo			In Prod.
Five Came Back		Chester Morris-Wendy Barrie		6/2/39	In Prod.
Fixer Dugan (D)		Lee Tracy-Virginia Weidler		3/21/39	a2/25/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl From Mexico (D)		Lupe Velez-Donald Woods			a4/8/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Little Mother (C)		Ginger Rogers-David Niven			a3/25/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D) (Former title, "Second Shot")		Lucille Ball-Allen Lane		5/19/39	a3/18/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Racketeers of the Range (W)		Geo. O'Brien		5/5/39	a4/8/39
Rookie Cop (D) (Former title "G Dog")		Tim Holt-Virginia Weidler		4/28/39	a4/1/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Sorority House (D)		Anne Shirley-James Ellison		5/12/39	a3/18/39
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/38

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Army Girl (D)	87	P. Foster-M. Evans	(F)	7/15/38	b7/23/38
Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desert Patrol (W)	56	B. Steele-M. Weldon	(F)	6/6/38	b6/4/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Gangs of New York (D)	67	Bickford-Dvorak-A. Baxter	(A)	5/23/38	b5/28/38
Gold Mine in the Sky (Mu-W)	60	Autry-Hughes-Burnette	(F)	7/4/38	b7/9/38
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Ladies In Distress (C-D)	65	Skipworth-Moran	(F)	6/13/38	b6/11/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Riders of the Black Hills (W)	55	3 Mesquiteers	(F)	6/15/38	b6/25/38
Romance on the Run (D)	68	D. Wood-P. Ellis	(F)	5/11/38	b5/7/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

All the Tomorrows		Frieda Inescort-Otto Kruger			In Prod.
Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)		G. Autry-Smiley Burnette		4/28/39	a4/8/39
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Headin' For Texas		Roy Rogers-Mary Hart			In Prod.
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)		Chas. Bickford-Nana Bryant		4/25/39	a3/4/39
Three Texas Steers (W)		3 Mesquiteers		5/5/39	a4/1/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39

TWENTIETH CENTURY-FOX

1937-38

Always Goodbye (D)	70	B. Stanwyck-H. Marshall	(F)	7/1/38	b6/25/38
I'll Give a Million (C-D)	70	W. Baxter-M. Weaver	(F)	7/22/38	b7/16/38
Josette (D)	74	Simone Simon-Don Ameche	(F)	6/3/38	b6/4/38
Kentucky Moonshine (C)	86	Ritz Bros.-T. Martin-M. Weaver	(F)	5/13/38	b5/7/38
Kidnapped (D)	90	W. Baxter-F. Bartholomew	(F)	5/27/38	b5/21/38
Little Miss Broadway (C-D)	70	Shirley Temple	(F)	7/29/38	b7/9/38
Mr. Moto Takes a Chance (D) (Reviewed as "Look Out, Mr. Moto")	65	Lorre-Hudson-Bromberg	(F)	6/24/38	b10/30/37
One Wild Night (My-D)	71	Baldwin-Lang	(F)	6/10/38	b5/14/38
Panamint's Bad Man (W)	60	Ballew-Daw	(F)	7/8/38	b10/1/38
Passport Husband (C-D)	73	Erwin-Moore	(F)	7/15/38	b7/2/38
Rascals (C)	75	Withers-Hudson	(F)	5/15/38	b4/9/38
Three Blind Mice (C-D)	75	L. Young-J. McCrea	(F)	6/17/38	b6/11/38
Trip to Paris (C)	58	Jones Family	(F)	5/6/38	b3/26/38
We're Going to Be Rich (Mu-D)	80	Gracie Fields-McLaglen-Donlevy	(F)	7/8/38	b5/14/38

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)		Jane Withers-Robert Kellard		5/19/39	a4/1/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My-D)		Sidney Toler-Phyllis Brooks		6/16/39	a3/11/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Girl From Brooklyn (D) (Former title, "By the Dawn's Early Light")		Alice Faye-Warner Baxter		7/7/39	a8/13/38
Gorilla (My-D)		Ritz Bros.-Anita Louise		5/26/39	a3/11/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
It Could Happen to You		Stuart Erwin-Gloria Stuart		6/30/39	In Prod.
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39

(Continued on next page)

TWENTIETH CENTURY-FOX (Continued)

Title	Mins.	Stars		Rel. Date	See Issue of
Jones Family in Hollywood (C)	70	Jones Family		6/2/39	a12/24/38
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (D)		Warner Baxter-Lynn Bari		4/28/39	a4/1/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Square (D)		Power-Faye-Jolson		5/12/39	a2/4/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
(Reviewed as "Paddy Darling")					
So This Is London (C)	70	Drayton-Hare	(A)		b2/4/39
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D)	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
(Reviewed as "Meridian 7-1212")					
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)		Henry Fonda-Marjorie Weaver		6/9/39	a4/8/39

1939-40

East Side, West Side		Kane Richmond-Amanda Duff			In Prod.
Hotel For Women		Elsa Maxwell			In Prod.
Stanley and Livingstone (D)		S. Tracy-Greene-Kelly			a3/4/39

UNITED ARTISTS 1937-38

Blockade (D)	85	M. Carroll-H. Fonda	(F)	6/17/38	b6/11/38
Count of Monte Cristo (D)	110	Robert Donat	(F)	5/15/38	Reissued
South Riding (D)	91	Ralph Richardson-Edna Best	(A)	6/1/38	b1/22/38

1938-39

Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)		Aherne-McLaglen-Lang		5/5/39	a2/18/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D)	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
(Reviewed as "Mutiny In the Mountains")					
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
Four Feathers (Tech.)		Duprez-Smith-Richardson			In Prod.
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett			a3/25/39
Music School		Jascha Heifetz			In Prod.
Over the Moon		Oberon-Rex Harrison (Tech.)			In Prod.
Prisons Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

UNIVERSAL 1937-38

Air Devils (D)	61	L. Blake-B. Wallace	(F)	5/13/38	b5/14/38
All Quiet on the Western Front (D)	87	Ayres-Wolheim		5/15/38	Reissued
Black Aces (W)	58	Buck Jones		5/20/38	Not Rev.
Danger On the Air (My)	65	D. Woods-N. Grey	(A)	7/1/38	b7/2/38
Devil's Party (D)	64	V. McLaglen-B. Roberts	(A)	5/20/38	b5/28/38
Frankenstein (D)	71	Karloff-Clive-Clarke		5/15/38	Reissued
Lady Tubbs (C-D)	68	A. Brady-D. Montgomery		5/15/38	Reissued
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/5/38	b8/6/38
Little Tough Guy (D)	85	Wilcox-Parish-Dead End Kids	(F)	7/22/38	b7/16/38
Love Before Breakfast (C-D)	70	Lombard-P. Foster		5/15/38	Reissued
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
Outlaw Express (W)	55	Bob Baker	(F)	6/17/38	b7/23/38
Prison Break (D)	68	Farrell-MacLane	(F)	7/15/38	b7/16/38
Rage of Paris (C-D)	76	D. Darrieux-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
Sinners in Paradise (D)	63	J. Boles-M. Evans-B. Cabot	(F)	5/6/38	b5/7/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38
Western Trails (W)	57	Baker-Reynolds		6/3/38	a5/14/38
Wives Under Suspicion (D)	68	W. William-G. Patrick	(A)	6/3/38	b6/11/38
Young Fugitives (D)	67	D. Kent-R. Wilcox	(F)	6/24/38	b6/25/38

1938-39

Big Town Czar (D)		Barton MacLane-Eve Arden		4/21/39	a3/11/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ		McLaglen-Grey-Brown			In Prod.
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money		June Lang-Robert Kent		5/5/39	In Prod.
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear		Wm. Gargan-Irene Hervey			a4/1/39
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Old Grad		Charley Grapewin-Anita Louise			In Prod.
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets		Fairbanks, Jr.-Barbara O'Neil		5/26/39	In Prod.
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It		Wm. Lundigan-Joy Hodges			In Prod.
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

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Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Robin Hood (D)	100	Flynn-De Havilland (Tech.)	(F)	5/14/38	b4/30/38
Amazing Dr. Clitterhouse (C-D)	87	Robinson-Bogart-Trevor	(A)	7/30/38	b6/25/38
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Cowboy From Brooklyn (Mu)	80	D. Powell-P. Lane	(F)	7/16/38	b6/11/38
Crime School (D)	85	H. Bogart-G. Page	(F)	5/28/38	b5/7/38
Gold Diggers in Paris (Mu)	95	R. Vallee-R. Lane	(F)	6/11/38	b5/14/38
Little Miss Thoroughbred (D)	64	Wayne Morris-June Travis	(F)	6/4/38	b4/30/38
Men Are Such Fools (C-D)	69	Morris-P. Lane	(F)	7/2/38	b6/4/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
My Bill (C-D)	65	Francis-Litel	(F)	7/9/38	b6/25/38
Mystery House (My)	56	D. Purcell-A. Sheridan	(A)	5/21/38	b4/30/38
Penrod's Double Trouble (C-D)	60	Mauch Twins-The Lockharts	(F)	7/23/38	b4/2/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38
Torchy Blane in Panama (C-D)	59	P. Kelly-Lola Lane	(F)	5/7/38	b4/16/38
When Were You Born (D)	64	Wong-Lindsay-Averill	(A)	6/18/38	b6/11/38
White Banners (D)	90	C. Rains-Kay Johnson	(F)	6/25/38	b5/28/38

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Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)		Ronald Reagan-Rosella Towne		5/27/39	a1/14/39
(Former title, "Smashing the Spy Ring")					
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy		Edw. G. Robinson-Lya Lys		5/6/39	In Prod.
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Devil On Wheels (D)		Pat O'Brien-Ann Sheridan			a3/18/39
(Former title, "The Roaring Crowd")					
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Family Affair (C)		John Garfield-Priscilla Lane			a3/4/39
(Former title, "Family Reunion")					
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Gantry the Great (D)		Edith Fellows-Jimmy McCallion			a3/25/39
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)		Lindsay-Dead End Kids			a2/18/39
Hobby Family		Jane Bryan-Henry O'Neill			In Prod.
I Am Not Afraid (D)	59	Chas. Grapewin-Jane Bryan	(F)		b4/8/39
Juarez (D)		Paul Muni-Bette Davis			a2/4/39
Kid From Kokomo (C)		Pat O'Brien-Joan Blondell			a1/7/39
(Former title, "Broadway Cavalier")					
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Lighthouse Harry		Bert Wheeler-Marie Wilson			In Prod.
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas			a3/4/39
Naughty, But Nice (C)		Dick Powell-Gale Page			a12/10/38
(Former title, "Always Leave Them Laughing")					
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Sweepstakes Winner (C)		Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson			a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Daring Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/30	b1/21/39

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Battle of City Hall (D)		Dead End Kids-Reagan-Sheridan			a4/1/39
Old Maid		Bette Davis-George Brent			In Prod.

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Code of the Cactus (W)		Tim McCoy		Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Dark Sands (D)	65	Robeson-Wilcoxon-Ford	(F)	Record	b7/30/38
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House (D)	57	Stone-Lee	(A)	Jay-Dee Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/38
Little Flower of Jesus (Rel. D)	61	French Cast	(F)	Sunray	b5/7/38
They Were Five (D)	79	French Cast	(F)	Lenauer	b6/4/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Short Booking Guide

COLUMBIA 1937-38

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Ankles Away	Hilarious	15½	4/ 2/38
Big Squirt (Chase)	So-So	18	9/11/37
Calling All Curtains	Funny	16	10/ 9/37
Cuckooraneho	Fair	16½	3/19/38
Doggone Mixup	Fair	18½	2/12/38
Fiddling Around	Slapstick	17½	11/27/37
Gracie at the Bat	Funny	17½	10/23/37
Halfway to Hollywood	Fairly Amusing	17½	6/18/38
He Done His Duty	Slapstick	17½	11/20/37
Jump, Chump, Jump	Funny	20	3/19/38
Man Bites Lovebug	Kind of Silly	18	12/ 4/37
Mind Needer	Very Funny	18	3/26/38
Oh! What a Knight	Funny	16½	11/ 6/37
Old Raid Mule	Fairly Amusing	17½	2/26/38
Soul of a Heel	Funny	16½	5/ 7/38
Time Out For Trouble	Funny	17	3/26/38
AROUND THE WORLD IN COLOR (8)			
City of the Golden Gate	Poor	9½	11/ 6/37
Friendly Neighbors (Ontario)	Satisfactory	9	6/18/38
El Salvador	Average	9	2/12/38
BROADWAY FOLLIES (8)			
Brokers' Follies	Entertaining	10½	12/11/37
Drugstore Follies	Fair	10½	9/ 4/37
Rooftop Frolics	Sparkling	11	10/23/37
Timberland Revels	Good	10	11/ 6/37
COLOR RHAPSODIES (16) (Tech.)			
Air Hostess		8	Not Rev.
Big Birdcast	Good	7	5/ 7/38
Bluebird's Baby	Fair	7	2/12/38
Foolish Bunny	Good	6	3/26/38
Frog Pond	Good	7	9/10/38
Gifts From the Air	Swell For Xmas	7½	12/18/37
Hollywood Picnic	Very Clever	8	1/ 1/38
Horse On Merry-Go-Round	Very Funny	7	2/26/38
Little Match Girl	Pretty Good	8½	11/ 6/37
Poor Elmer		7½	Not Rev.
Poor Little Butterfly	Charming	7½	7/ 9/38
Snowtime	Fair	7	4/23/38
Window Shopping	Cute	6½	5/28/38
COMMUNITY SINGS (12)			
Barber Shop Songs	Good	10½	12/18/37
Cowboy Songs	Entertaining	9½	2/26/38
Gus Van's Song Shop	Okay	10	4/ 2/38
Football Songs	Peppy	10½	10/ 2/37
Irish Songs	Good	10	9/18/37
Patriotic Songs	Average	10	6/11/38
Song Parade		10	Not Rev.
Scotch Songs		10	Not Rev.
Songs of the Southland	Good	10½	5/14/38
Songs of the States	Okay	10	4/ 2/38
Songs of Yesteryear	Excellent	10	9/24/38
Spanish Melodies	Okay	10	6/11/38
FEATURETTES (8)			
Aladdin and the Wonderful Lamp	Dull	17	12/25/37
Jungle Babies		10	Not Rev.
New Nation	Good	10	5/14/38
KRAZY KAT (8)			
Auto Clinic	Amusing	7	3/ 5/38
Bad Little Guinea Pigs		6½	Not Rev.
Krazy's Magic	Amusing	6	5/14/38
Krazy's Travel Squawks	Fair Cartoon	6	6/ 4/38
Little Buckaroo		6	Not Rev.
Railroad Rhythm	Average	9½	11/27/37
NEW SPORT THRILLS (13)			
Athletic Youth	Very Good	10	8/27/38
Cadet Champions	Interesting	9	12/11/37
Demons of the Deep	Interesting	10	9/10/38
Feminine Fun		10	Not Rev.
Fistic Fun	Excellent	10	7/ 2/38
Play Ball	Excellent	10	4/23/38
Set 'em Up	Swell	9½	10/30/37
Snow Foolin'	Good	10	2/12/38
Sports Stamina	Good	10	4/23/38
Thrilling Moments	Interesting	10	6/18/38
Trotting Thoroughbreds	Excellent	9½	10/16/37
Unusual Hunting	Exciting	10	3/19/38
SCRAPPY (8)			
Canine Capers	Very Poor	6½	9/18/37
City Slicker	Pretty Good	6½	7/23/38
Clock Goes Round and Round	Exceptionally Good	6½	11/13/37
Fire Plug	O. K.	6	11/20/37
New Homestead	Poor	7	2/12/38
Scrappy's News Flashes	Splendid	6	12/ 4/37
Scrappy's Playmates	Average	6	4/23/38
Scrappy's Trip to Mars	Just Fair	7	2/12/38
SCREEN SNAPSHOTS (13)			
No. 1 (Series 17)	Exceptional	10	10/ 2/37
No. 2	Nothing Unusual	9½	11/20/37
No. 3	Pretty Good	9½	11/27/37
No. 4		10	Not Rev.
No. 5	Fair	9½	1/15/38
No. 6	Okay	10	2/ 5/38
No. 7	Entertaining	10	3/12/38
No. 8	Interesting	9	4/ 2/38
No. 9	Good	10	5/ 7/38
No. 10	Interesting	10	6/ 4/38
No. 11	Excellent	10	7/ 9/38
No. 12	Very Good	10	7/16/38
STOOGE COMEDIES (8)			
Cash and Carry	Very Funny	18½	7/24/37
Healthy, Wealthy and Dumb	Good Slapstick	16	4/23/38
Playing the Ponies	Poor	17	8/14/37
Sitter Downers	Fair	16	8/28/37
Tassels in the Air	Very Good	18	3/19/38
Termites of 1938	Fair Slapstick	17	12/25/37
Three Missing Links	Good Slapstick	17½	6/25/38
Wee Wee Monsier	Real Slapstick	18	2/ 5/38
STRANGE AS IT SEEMS (6)			
Boy Who Saved a Nation	Good	9½	1/ 1/38
Little Jack Horner	Just Filler	6½	9/18/37
Silver Threads	Interesting	10½	11/13/37

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Swing You Swingers		18½	Not Rev.
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		7	Not Rev.
Hollywood Graduation	Clever	7	9/10/38
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10	Not Rev.
Season's Idea		11	Not Rev.
South Sea Songs	Good	10	10/29/38
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	6½	3/18/39
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Night in a Music Hall	Entertaining	10½	2/ 4/39
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
SPORT THRILLS (13)			
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions		10	Not Rev.
Odd Sports		10	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
STOOGE COMEDIES (8)			
A Ducking They Did Go		16½	Not Rev.
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
WASHINGTON PARADE (6)			
Inside the White House	Fair	10	2/11/39
Washington	Very Good	10	12/17/38

EDUCATIONAL 1937-38
(Dist. by 20th Century-Fox)

	Comment	Running Time	Reviewed Issue Of
COMEDIES (TWO REELS) (42)			
Affairs of Pierre	Funny	19½	7/24/37
Air Parade	Fairly Amusing	19	1/29/38
Bashful Ballerina	Fair	20	9/25/37
Bashful Buckaroo	Fair	20	12/25/37
Beautiful But Dummies	Entertaining	20	4/ 9/38
Cactus Cabelleros	Poor	20	6/25/38
Cupid Takes a Holiday	Fair	15	2/12/38
Cute Crime	Poor	20	5/ 7/38
Dates and Nuts	Excellent	19	1/15/38
Dime a Dance	Poor	19	1/ 1/38
Getting An Eyeful	Very Funny	17½	1/15/38
Going, Going, Gone		18	Not Rev.
Heir Today	Poor	18	11/13/37
Hi-Ho Hollywood		20	Not Rev.
Hurray For Hooligan	Very Funny	17	11/27/37
Jitterbugs	Excellent	16	5/28/38
Koo Koo Korrespondence Skool	Fair	18½	12/18/37
Love and Onions	Slapstick	19	3/19/38
Meet the Bride	Satisfactory	17	11/ 6/37
Miss They Missed	Very Amusing	18	2/12/38
Money On Your Life	Fair	19	5/21/38
Montague the Magnificent (Lahr)	Very Good	18½	8/ 7/37
Pardon My Accident	Funny	20	7/ 2/38
Playboy Number One	Amusing	17½	11/27/37
Silly Night (Machamer)	Silly Enough	19	10/ 9/37
Sing for Sweetie	Diverting	20	4/23/38
Slack's Appeal	Excellent	19½	8/21/37
Smart Way	Funny	20	10/23/37
Sweeties	Very Entertaining	15	8/21/37
Timid Ghost	Silly	16	10/ 2/37
Uncle Sol Solves It	Entertaining	15	2/19/38
Wanna Be a Model	Fair	20	3/12/38
Will You Stop!	Not So Hot	17	9/25/37
Winner Lose All	Good	20	7/ 9/38
Who's Crazy (Gribbon)	Silly	19	8/14/37
Who's Who	Fair	20	11/ 6/37

EDUCATIONAL (Continued)

	Comment	Running Time	Reviewed Issue Of
SONG AND COMEDY HITS (10)			
All's Fair	Okay	7	3/12/38
Ask Uncle Sol	Variety	11	11/ 6/37
Big Apple	Exploitation Bet	9	9/25/37
Calling All Crooners	Fair	10½	11/27/37
How to Dance the Shag	Box Office	10	1/ 1/38
Love Goes West	Lively	10½	1/15/38
Miss Lonely Hearts	Satisfactory	10	10/ 9/37
Pot Luck		10	Not Rev.
Rhythm Saves the Day	Entertaining	9	11/ 6/37
Trailer Paradise	Satisfactory	8½	12/ 4/37
TERRYTOONS (26)			
Barnyard Boss	Clever	6½	12/11/37
Big Top	Fairly Amusing	7	5/ 7/38
Billygoat's Whiskers	Flat	6½	11/27/37
Bugs, Beetle and His Orchestra	Fair	6½	2/ 5/38
Close Shave	Poor	6½	10/ 2/37
Dancing Bear	Poor	6½	10/ 9/37
Devil of the Deep	Just a Cartoon	6½	5/21/38
Dog and the Bone	Fair	6½	11/27/37
Eliza Runs Again		6½	Not Rev.
Gandy the Goose	Good	6	3/19/38
Happy and Lucky	Good	7	3/12/38
Here's to Good Old Jail	Old Fashioned	6½	7/ 2/38
His Off Day	Fair	6½	2/12/38
Just Ask Jupiter	Clever	6½	2/12/38
Kiko's Cleaning Day	Just a Cartoon	6½	9/18/37
Last Indian	Good	6½	7/ 9/38
Lion Hunt	Swell	6½	1/15/38
Maid in China	Okay	7	4/23/38
Milk For Baby		6½	Not Rev.
Mountain Romance	Good	6½	4/16/38
Mrs. O'Leary's Cow		7	Not Rev.
Robinson Crusoe's Broadcast	Good	6½	4/16/38
Sawmill Mystery	Poor	6½	11/ 6/37
Timid Rabbit	Very Good	6½	11/27/37
Trailer Life	Not Funny	5½	8/14/37
Villain Still Pursued Her	Fair	6½	9/18/37
TREASURE CHESTS (10)			
Grey Owl's Little Brother	Outstanding	10½	1/15/38
How to Ski	Interesting	11	8/21/37
Kingdom for a Horse	Fine	10	4/16/38
Music From the Stars	Satisfactory	10	4/23/38
Not So Dumb	Interesting	9	12/11/37
Private Life of the Gannets	Excellent	11	9/18/37
Return of the Buffalo	Very Interesting	10	5/ 7/38
Sky Fishing	Satisfactory	10	3/12/38
Song Birds of the Northwest	Good	10	2/12/38
We Live In Two Worlds	Very Interesting	11	8/20/38

1938-39
(Dist. by Grand National)

	Comment	Running Time	Reviewed Issue Of
COMEDIES (TWO REELS) (10)			
FOOLISH FANTASIES—CARTOONS (8)			
Baby Checkers		7	Not Rev.
Monkey's Business		7	Not Rev.
SONG AND COMEDY HITS (10)			
Calvalcade of Stuff No. 1	Swell Stuff	10	9/10/38
Calvalcade of Stuff No. 2	Excellent	10	9/10/38
TREASURE CHESTS (2)			

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	Comment	Running Time	Reviewed Issue Of
AUDIOSCOPIKS (1)			
New Audioscopiks	A Knockout	8	1/29/38
CAPTAIN AND THE KIDS CARTOONS (13)			
Blue Monday	Amusing	8	3/ 5/38
Buried Treasure		8	Not Rev.
Captain's Christmas	Fair for Xmas	9	12/10/38
Captain's Pup	Good	9	5/28/38
Cleaning House	Fair	9	3/19/38
Day at the Beach	Good	8	7/ 9/38
Honduras Hurricane		8	Not Rev.
Old Smokey		7	Not Rev.
Petunia National Park		9	Not Rev.
Poultry Pirates	Satisfactory	8	4/30/38
Pygmy Hunt		8	Not Rev.
What a Lion		8	Not Rev.
Winning Ticket		7	Not Rev.
CRIME DOESN'T PAY (6)			
Come Across	Good	20	5/28/38
Criminal Is Born	Fine	21	7/ 9/38
Miracle Money	Splendid	21	4/ 2/38
They're Always Caught	Excellent	22	9/10/38
Think It Over	Good	20	10/15/38
What Price Safety	Excellent	20	2/19/38
HISTORICAL MYSTERIES (10)			
Bravest of the Brave	Interesting	10	8/20/38
Captain Kidd's Treasure	Good	10	2/12/38
Face Behind the Mask	Swell	10	3/26/38
Joachim Murietta	Excellent	10	6/25/38
King Without a Crown	Great	9	10/30/37
Man in the Barn	Excellent	10	12/ 4/37
Man on the Rock	Good	11	10/ 1/38
Nostradamus	Excellent	11	10/15/38
Ship That Died	Outstanding	10	3/ 5/38
Strange Glory	Fair	11	8/ 6/38
MINIATURES (10)			
Forgotten Step	Excellent	10	6/ 4/38
Hollywood Handicap	Entertaining	10	6/ 4/38
Life in Some Town—U. S. A.	Unique	10	3/19/38
Optical Poem	Limited Appeal	10	3/19/38
Stroke of Genius	Very Clever	10	2/12/38
That Mothers Might Live	Gripping	10	5/14/38
Tracking the Sleeping Death	Fair	10	8/ 6/38
Tupapaoo	Fascinating	10	6/25/38
What Do You Think? No. 2	Splendid	10	1/29/38
What Do You Think? No. 3	Very Good	11	3/ 5/38

(Continued on next page)

MGM (Continued)

	Comment	Running Time	Reviewed Issue Of
MUSICALS (6)			
Billy Rose's Casa Manana Revue	Colorful	21	4/ 9/38
Canary Comes Across	Entertaining	21	2/ 5/38
It's in the Stars	Fair	20	8/20/38
Magician's Daughter	Funny	18	8/ 6/38
Our Gang Follies of 1938	Excellent	21	12/25/37
Snow Gets in Your Eyes	Excellent	20	5/21/38
OUR GANG (12)			
Awful Tooth	Satisfactory	10	6/18/38
Bear Facts	Fair	10	3/26/38
Came the Brawn	Fair	10	4/ 2/38
Canned Fishing	Amusing	10	3/12/38
Feed 'Em and Weep	Fairly Amusing	11	6/ 4/38
Framing Youth	Excellent	10	9/25/37
Hide and Shriek	Good	10	7/ 2/38
Little Ranger	Good Fun	10	8/20/38
Mail and Female	Funny	11	12/ 4/37
Party Fever	Amusing	10	10/ 1/38
Pigskin Palooka	Average	11	11/13/37
Three Men in a Tub	Fair	10	4/ 2/38
PETE SMITH SPECIALTIES (15)			
Anaesthesia	Up to Standard	10	7/ 9/38
Candid Cameramaniacs	Good	9	1/ 1/38
Decathlon Champion	Thrilling	10	10/30/37
Fisticuffs	Good	10	9/ 3/38
Follow the Arrow	Swell	10	8/20/38
Football Thrills	Excellent	10	10/ 1/38
Friend Indeed	Swell	10	12/18/37
Grid Rules	Entertaining	10	11/12/38
Jungle Juveniles No. 2	Excellent	9	2/12/38
La Savate	Fairly Good	10	3/12/38
Modeling for Money	Excellent	10	4/30/38
Penny's Party (Tech.)	Excellent	10	4/ 2/38
Story of Dr. Carver	Fine	10	6/ 4/38
Surf Heroes	Excellent	10	5/14/38
Three On a Rope	Excellent	10	2/12/38
ROBERT BENCHLEY (8)			
Courtship of the Newt	Fair	10	8/20/38
Evening Alone	Humorous	10	6/ 4/38
How to Raise a Baby	A Howl	8	7/ 9/38
How to Read	Good	9	10/ 1/38
How to Start the Day	A Scream	10	11/ 6/37
How to Figure Your Income Tax	Subtle	10	3/26/38
Music Made Simple	Fairly Amusing	8	4/30/38
Night at the Movies	Excellent	10	9/ 4/37
SPECIAL			
Jimmy's Fidler's Personality Parade	Topnotch	20	12/18/37
TRAVELTALKS (12) (Tech.)			
Beautiful Budapest	Interesting	10	4/ 9/38
Chile, Land of Charm	Boring	9	10/ 9/37
Copenhagen	Pleasing	9	10/16/37
Czecho-Slovakia on Parade	Boring	9	5/21/38
Glimpses of Austria	Excellent	9	3/ 5/38
Glimpses of New Brunswick	Picturesque	10	3/26/38
Glimpses of Peru	Beautiful	9	9/18/37
Land of the Incas	Poor	9	12/ 4/37
Natural Wonders of the West	Very Good	9	2/ 5/38
Paris on Parade	Tops	9	8/20/38
Rural Sweden	Fair	9	4/30/38
Stockholm, Pride of Sweden	Fair	9	10/30/37

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CARTOONS (15)			
Jitterbug Follies	Fair	9	3/25/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
CRIME DOESN'T PAY (6)			
Money to Loan	Excellent	20	4/ 1/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (12)			
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus		10	Not Rev.
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38

MGM (Continued)

	Comment	Running Time	Reviewed Issue Of
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

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BETTY BOOP CARTOONS (12)			
Be Up to Date	Good	7	2/26/38
Buzzy Boop	Fair	7	7/30/38
Candid Candidate	Pretty Good	7	7/24/37
Foxy Hunter	Cute	7	11/ 6/37
Honest Love and True	Fair	10	3/26/38
Lost Kitten	Good	7	7/ 2/38
New Deal Show	Good	7	9/ 4/37
Out of the Inkwell	Fair	7	4/30/38
Riding the Rails	Better Than Average	7	2/12/38
Service With a Smile		7	Not. Rev.
Swing School	Poor	7	5/21/38
Zula Hula	Amusing	6½	1/ 1/38
COLOR CLASSICS (6) (Tech.)			
Educated Fish	Excellent	8	11/ 6/37
Hold It	Excellent	7	4/30/38
Hunky and Spunky	Excellent	8	7/ 2/38
Little Lamby	Swell	7	1/ 1/38
Peeping Penguins	Good	7	7/31/37
Tears of An Onion	Entertaining	7	2/26/38
HEADLINERS (15)			
Easy on the Ice	Good	10	5/ 7/38
Bob Crosby & Orch.	Very Good	10	6/ 4/38
From the Minuet to the Big Apple	Fair	10	11/ 6/37
Hall's Holiday	Entertaining	10	4/ 9/38
Himber Harmonies	Entertaining	11	2/19/38
Hula Heaven	Poor	11	7/24/37
Let's Go Latin	Just Fair	11	8/14/37
Listen to Lucas	Good	10	2/19/38
Meet the Maestros	Entertaining	11	1/29/38
Oh Kay, Rhythm	Entertaining	9	12/25/37
Queens of Harmony	Very Good	11	8/21/37
Queens of the Air	Entertaining	10	7/ 9/38
Star Reporter in Hollywood	Fair	10	10/23/37
Star Reporter No. 3	Entertaining	10	3/12/38
PARAGRAPHICS (13)			
Accent On Beauty	Interesting	10	1/ 8/38
Bike Parade	Excellent	10	5/ 7/38
California Giants	Very Interesting	11	2/12/38
Cowboy Shorty	Kid Stuff	10	10/ 2/37
Crime Fighters	Excellent	10	5/28/38
Find What's Wrong	Excellent	10	6/25/38
Gold	Excellent	10	2/19/38
Inventor	Amusing	11	10/23/37
It's a Good Stunt	Thrilling	10	9/18/37
Killer of the Tonto	Poor	10	7/31/37
Jungle Glimpses	Average	10	3/12/38
Silver Millions	Excellent	10	7/30/38
Tuna	Very Good	9½	11/20/37
PICTORIALS (12)			
No. 1	Good	9½	8/14/37
No. 2	Fair	9½	9/18/37
No. 3	Good	9½	10/ 2/37
No. 4	Diversified	10	11/13/37
No. 5	Fair	9	12/11/37
No. 6	Interesting	10	1/29/38
No. 7	Diversified	11	2/ 5/38
No. 8	Interesting	10	3/12/38
No. 9	Very Interesting	10	4/ 2/38
No. 10	Very Good	10	5/ 7/38
No. 11	Good	10	6/ 4/38
No. 12	Interesting	10	7/ 9/38
POPEYE (12)			
Big Chief Ugh-Amugh-Ugh	Standard	7	4/16/38
Football Toucher Downer	Good	7	10/23/37
Fowl Play	Not Up to Standard	7	11/27/37
House Builder Upper	Fair	10	3/26/38
I Like Babies and Infinks	Amusing	7	9/ 4/37
I Never Change My Altitude	Just Fair	6½	7/24/37
I Yam Love Sick	Excellent	7	5/21/38
Jeep, The	Good	7	7/ 9/38
Learn Polikeness	Very Amusing	7	2/26/38
Let's Celebrake	Different	7	1/ 1/38
Plumbing is a Pipe	Very Funny	7	6/ 4/38
Protek the Weakerist	Same as Usual	7½	11/13/37
POPULAR SCIENCE (6)			
No. 1	Excellent	10	9/18/37
No. 2	Interesting	10	11/13/37
No. 3	Very Good	11	1/29/38
No. 4	Interesting	10	3/19/38
No. 5	Interesting	10	5/21/38
No. 6	Interesting	10	7/16/38
SPECIAL (1) (Tech.)			
Popeye Meets Ali Baba's Forty Thieves	Excellent	17	12/ 4/37
SPORTLIGHTS (13)			
Aquabats	Sensational	9	8/21/37
Ball Tossers	Very Good	9½	11/27/37
Cops and Robbers	Good	10	3/19/38
Fascinating Adventure	Truly Fascinating	10	2/12/38
Four Smart Dogs	Fascinating	9½	9/18/37
Good Looking Winners	Interesting	10	2/19/38
Horseshoes	Very Good	10	6/25/38
Pick Your Favorite	Fair	9½	10/16/37
Picking Pets	Excellent	9½	8/21/37
Red, White and Blue Champions	Superb	10	4/30/38
Strike!	Very Good	10	5/14/38
Water, Water Everywhere	Excellent	9	11/27/37
Win, Place or Show	Excellent	10	4/ 2/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/ 7/37
No. 2	Lacking Interest	10	10/16/37
No. 3	Interesting	9½	12/18/37
No. 4	Very Good	10	2/19/38
No. 5	Interesting	10	4/16/38
No. 6	Very Good	11	6/ 4/38

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	Comment	Running Time	Reviewed Issue Of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineer		7	Not Rev.
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/39
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry		7	Not Rev.
COLOR CRUISES (7)			
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9		10	Not Rev.
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone		7	Not Rev.
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp		17	Not Rev.
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Frolicking Frogs	Good	10	12/ 3/38
Good Skates		10	Not Rev.
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sportin' Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5		10	Not Rev.

RKO-RADIO 1937-38

ATLAS MUSICALS (13)			
Carnival Show	Satisfactory	10	7/ 2/38
Deviled Ham	Entertaining	10	1/22/38
Hockshop Blues	Entertaining	10	7/ 9/38
International Rhythm	Very Good	10	6/18/38
Latin Rhythm	Fair	10	2/26/38
Maids and Music	Passable	10	4/23/38
No Sale	Entertaining	10	3/ 5/38
Phoney Boy	Fair	11	10/30/37
Radio Hook Up	Dull	10	2/ 5/38
Rhythm in a Night Court	Very Good	10	8/28/37
Salt Shakers	Just Filler	11	4/30/38
Skyline Revue	Entertaining	11	4/ 9/38
Sweet Shoe	Poor	11	12/18/37
CONDOR MUSICALS (13)			
Frozen Affair	Entertaining	10	8/28/37
Murder in Swingtime	Very Good	10	8/28/37
Prairie Swingaroo	Fair	10	12/ 4/37

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
DISNEY CARTOONS (18) (Tech.)			
MM-Mickey Mouse—SS-Silly Symphony—DD-Donald Duck			
Boat Builders (MM)	Excellent	7	2/12/38
Clock Cleaners (MM)	Excellent	8½	7/31/37
Donald's Better Self	Swell	8	2/26/38
Donald's Nephews (DD)	Swell	8	4/ 9/38
Donald's Ostrich (DD)	Terrific	9	10/23/37
Fox Hunt (DD)	Okay	8	6/18/38
Good Scouts (DD)	Excellent	8	6/18/38
Hawaiian Holiday (MM)	Swell	8	7/31/37
Lonesome Ghosts (MM)	A Howl	9	10/23/37
Mickey's Parrot (MM)	Excellent	8	9/ 3/38
Mickey's Trailer (MM)	Very Good	8	4/23/38
Moth and the Flame	Excellent	8	3/19/38
Old Mill (SS)	Excellent	9	10/23/37
Pluto's Quinpuplets (MM)	Very Funny	8½	10/30/37
Polar Trappers (DD)	Excellent	8	6/ 4/38
Self-Control (DD)	Very Good	8	1/22/38
Whalers (MM)	Swell	8	9/ 3/38
Wynken, Blynken and Nod (SS)	Excellent	8	4/30/38
EDGAR KENNEDY (6)			
Ears of Experience	Very Funny	18	1/ 1/38
Edgar and Goliath	Good	20	11/27/37
False Roomers	Average	17	2/12/38
Fool Coverage	Fairly Good	20	7/ 2/38
Kennedy's Castle	A Howl	17	4/30/38
Morning Judge	A Riot	17	9/25/37
HEADLINERS (3)			
Music Will Tell	Excellent	18	1/ 1/38
Picketing for Love	Entertaining	17	6/ 4/38
Trailing Along	Fair	16	10/ 9/37
LEON ERROL (6)			
Berth Quake	Funny	16	4/ 9/38
Dummy Owner	Good Laugh	19	1/ 1/38
His Pest Friend	Pretty Good	18	2/12/38
Jitters	Great Fun	19	6/18/38
Rented Riot	A Howl	17	10/30/37
Should Wives Work	Entertaining	20	10/16/37
PATHE PARADE (7)			
No. 1	Fair	13	9/25/37
No. 2	Interesting	11	11/20/37
No. 3	Interesting	10	1/22/38
No. 4	Interesting	10	2/26/38
No. 5	Interesting	10	3/26/38
No. 6	Very Good	10	5/28/38
No. 7		10	Not Rev.
RADIO FLASH (3)			
Many Unhappy Returns	Fair	17	10/23/37
Photograffer	Amusing	15	6/18/38
Stupor-Visor	Fair	17	1/22/38
RADIO MUSICALS (3)			
Harris in the Spring	Fair	20	1/ 1/38
Russian Dressing		16	Not Rev.
Twenty Girls and a Band	Good	18	1/22/38
SMART SET (3)			
Buckaroo Broadcast	Entertaining	20	2/26/38
Hunting Trouble	Amusing	16	8/ 6/38
Rhythm Wranglers	Good Music	19	11/27/37
SPECIAL (1)			
Quintupland	Very Entertaining	19	2/26/38
SPORTSCOPES (9)			
Bit and Bride	Fine	10	5/14/38
Brother Golfers	Interesting	10	8/13/38
Flying Feathers	Fairly Good	9½	6/25/38
In the Swim	Entertaining	10	2/26/38
Pinehurst	Instructive	9	5/14/38
Swinging Mallets	Very Good	10	4/ 2/38
Underwater	Excellent	9	6/ 4/38
White Magic	Entertaining	10	2/12/38
Windward Way	Very Good	10	3/19/38

1938-39

DISNEY CARTOONS (18) (Tech.)			
Brave Little Tailor	Great	9	9/ 3/38
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ		8	Not Rev.
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	19	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
Uncle Sam-Good Neighbor	Good	18½	11/26/38
Refugee—Today & Tomorrow	Tops	17	12/24/38
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue Of
NU-ATLAS MUSICALS (13)			
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone		16	Not Rev.
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1937-38

ADVENTURES OF A NEWSREEL CAMERAMAN (6)			
Bone Bender Parade	Amusing	11½	8/ 7/37
Filming Modern Youth	Good	8½	10/ 2/37
Filming Nature's Wonders	Interesting	8½	12/ 4/37
Laughing at Fate	Exciting	10	10/30/37
Motor Maniacs	Thrilling	10	8/14/37
Trailing Animal Stories	Entertaining	9	1/15/38
ALONG THE ROAD TO ROMANCE (6)			
Dude Ranch		9	Not Rev.
Italian Libya	Interestingly Told	10	12/ 4/37
Land of the Maple Leaf	Interesting	9½	12/18/37
Mexican Mural	Interesting	9	8/14/37
Modern Dixie	Splendid	10½	2/12/38
Portraits of Portugal	Very Interesting	10	8/ 7/37

1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam		10	Not Rev.
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Chris Columbo	Good	7	8/20/38
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G Man Justice		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary In the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Jerusalem	Outstanding	10	10/ 8/38
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1937-38

GOING PLACES (13)			
No. 40	One of the Best	9	11/27/37
No. 41	Fairly Good	9	11/20/37
No. 42	Interesting	9	12/25/37
No. 43	Dull	9	12/25/37
No. 44	Satisfactory	10	1/29/38
No. 45	Satisfactory	9	2/19/38
No. 46	Interesting	10	3/ 5/38
No. 47	Very Interesting	10	3/26/38
No. 48	Excellent	9	4/ 2/38
No. 49	Interesting	9	5/ 7/38
No. 50	Excellent	9	4/23/38
No. 51	Good	10	6/ 4/38
No. 52	Very Good	10	6/25/38

UNIVERSAL (Continued)

	Comment	Running Time	Reviewed Issue of
MENTONE MUSICALS (13) (TWO REELS)			
All Aboard	Poor	17	10/23/37
Down on the Barn	Fair	17	2/19/38
Fits and Benefits	Fairly Good	20	8/20/38
Hawaiian Capers	Poor	19	9/ 4/37
High-Jack 'N' the Show	Fairly Entertaining	17	4/23/38
Latin Hi-Hattin'	Pretty Good	20	4/ 9/38
Music and Flowers	Average	17	5/ 7/38
Oh Say Can You Hear	Fairly Good	15	12/11/37
Rhapsody in Zoo	Novel and Diverting	15½	12/11/37
Show for Sale	Fair	21	10/23/37
Somewhere in Paris	Entertaining	18	3/ 5/38
Stars in Stripes	Excellent	18	7/ 2/38
Teddy Bergman's Bar-B-Q	Good	17	9/ 4/37
OSWALD CARTOONS (26)			
Barnyard Romeo	Good	7	8/20/38
Big Cat and the Little Mousie	Cute	7	10/15/38
Cheese Nappers	Fairly Good	7	6/25/38
Dumb Cluck	Average	7	12/11/37
Feed the Kitty	Fairly Amusing	7	4/ 2/38
Football Fever	Just Fair	7	11/27/37
Ghost Town Frolics	Fair	7	9/24/38
Happy Scouts	Amusing	7	7/ 2/38
Hollywood Bowl	Fair	7	11/19/38
Keeper of the Lions	Fair	7	10/23/37
Lamplighter		7	Not Rev.
Lovesick	Poor	7	10/ 9/37
Man Hunt	Very Amusing	7	3/ 5/38
Mechanical Handy Man	Fair	8	10/30/37
Mysterious Jug	Fairly Amusing	7	12/11/37
Movie Phoney News		7	Not Rev.
Nellie, the Indian Chief's Daughter	Okay	7	6/ 4/38
OSWALD CARTOONS (Cont.)			
Nellie, the Sewing Machine Girl	Pretty Good	7½	4/16/38
Pixie Land	Good	7	9/24/38
Problem Child	Average	7	5/14/38
Queen's Kittens		7	Not Rev.
Silly Seals	Almost As Silly	7	8/20/38
Tail End	Fair	7	5/ 7/38
Trade Mice		7	Not Rev.
Voodoo in Harlem	Novel	7	6/25/38
Yokel Boy Makes Good	Very Amusing	7	2/19/38
SPECIAL (3)			
Breathless Moments	Thrilling	20	3/ 5/38
Hollywood Screen Test	Excellent	20	7/24/37
STRANGER THAN FICTION (13)			
No. 40	Okay	9	9/11/37
No. 41	Interesting	9	10/ 2/37
No. 42	Fair	9	10/ 2/37
No. 43	Interesting	9	11/27/37
No. 44	Good	9	12/11/37
No. 45	Okay	9	2/19/38
No. 46	Interesting	10	2/19/38
No. 47	Good	10	3/26/38
No. 48	Interesting	9	4/ 2/38
No. 49	Very Good	9	4/16/38
No. 50	Diversified	9	4/30/38
No. 51	Good	9	6/ 4/38
No. 52	Fascinating	9	6/25/38

1938-39

GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Wild and Bully	Diverting	19	2/11/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Cat and Bell	Okay	7	9/24/38
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Muts		7	Not Rev.

VITAPHONE-WARNER 1937-38

BROADWAY BREVITIES (30)			
Calling All Kids	Fast and Funny	18	11/20/37
Candid Kid	Entertaining	10	2/19/38
Doctor Cupid	Passable	20	9/11/37
Forget Me Knots	Fair	20	5/14/38
Got a Match	Poor	20	4/ 2/38
Here's Your Hat	Very Good	21	12/ 4/37
Hold That Ball	Poor	21	4/30/38
Little Me	Fair	20	3/ 5/38
Littlest Diplomat	Fair (Tech.)	19	9/11/37
Man Without a Country	Excellent (Tech.)	21	10/16/37
My Pop	Funny	22	7/ 9/38
One on the House	Entertaining	20	1/ 8/38
Out Where the Stars Begin	Swell (Tech.)	19	4/23/38
Postal Union		21	Not Rev.
Prisoners of Swing	Good Fun	21	6/ 4/38
Rainbow's End	Entertaining	20	6/25/38
Rise and Sing	Entertaining	20	6/11/38
Romance of Louisiana	Excellent (Tech.)	21	11/13/37
Romance Road	(Tech.)	19	Not Rev.

(Continued on next page)

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (Cont.)			
Script Girl	Entertaining	20	1/15/38
Sons of the Plains	Excellent (Tech.)	19	7/23/38
Starlets	Clever Kids	20	11/20/37
Stocks and Blondes	Amusing	20	5/ 7/38
There Goes the Bride	Pretty Good	20	12/10/38
Toot Sweet		21	Not Rev.
Under the Wire	Fair	20	3/26/38
Up in Lights	Very Good	21	11/ 5/38
Ups and Downs		20	Not Rev.
Waiting Around	Funny	20	2/26/38
Wedding Yells	Funny	21	12/25/37
COLORTOUR ADVENTURES (13)			
Crossroads of the Orient	Fairly Interesting	10	3/26/38
Hermit Kingdom	Dull	10	8/20/38
India's Millions	Very Good	10	1/15/38
Isles of Enchantment	Interesting	10	7/ 2/38
It's Work	Very Good	10	10/30/37
Land of the Kangaroo	Poor	10½	11/13/37
Long Bright Land	Entrancing	11	9/11/37
Malayan Jungles	Interesting	10	2/ 5/38
Mechanix Illustrated	Fascinating	10	7/23/38
Mysterious Ceylon	Dull	10	10/23/37
Pearl of the East	Satisfactory	10	4/30/38
Teradjo Land	Good	10	4/ 9/38
What the World Makes		10	Not Rev.
LOONEY TUNE CARTOONS (16)			
Case of the Stuttering Pig	Swell	7	10/16/37
Injun Trouble		7	Not Rev.
Porky and Daffy	Very Amusing	7	7/30/38
Porky at the Crocadero	Good	7	1/15/38
Porky's Double Trouble	Swell Cartoon	7	11/20/37
Porky's Five and Ten	Amusing	7	4/23/38
Porky's Hare Hunt		7	Not Rev.
Porky's Hero Agency	Excellent	7½	12/ 4/37
Porky's Party	Fair	7	6/ 4/38
Porky's Phoney Express	Good	7	2/26/38
Porky's Poppa	Good	7	1/ 8/38
Porky's Spring Planting	Good	7	7/ 9/38
Porky the Fireman	Good	6	6/25/38
Rover's Rival		7	Not Rev.
What Price Porky	Entertaining	7	3/ 5/37
Wholly Smoke		7	Not Rev.
MELODY MASTERS (18)			
Don Bestor	Average	10	7/ 2/38
Milt Britton	A Riot	11	10/16/37
Carl Hoff	Entertaining	10	2/12/38
Mal Hallett	Fair	9	10/16/37
His Busy Day	Peppy	10	8/27/38
Arnold Johnson	Different	10	9/11/37
Henry King & Orchestra	Very Good	11	12/18/37
Clyde Lucas	Fair	10	5/21/38
Enrico Madriguera	Good	10	1/29/38
Benny Meroff & Orch.	Fair	10	2/26/38
Carl "Deacon" Moore	Good	10	4/16/38
Russ Morgan		10	Not Rev.
Mike Reilly	Hot Stuff	10	4/ 2/38
Freddie Rich	Good	10	4/30/38
Jan Rubini	Different	10	11/20/37
Rubinoff and His Violin	Diverting	10	4/ 9/38
Saturday Night Swing Club	Peppy	10	5/28/38
Sin-Copation	Average	10	1/15/38
MERRIE MELODIES (20) (Tech.)			
A-Lad-In Bagdad	Swell	7	8/27/38
Cinderella Meets Fella	Clever	7	7/23/38
Cracked Ice		7	Not Rev.
Daffy Duck and Egghead	Fair	7	12/25/37
Have You Got Any Castles?	Swell	7	6/11/38
Isle of Pingo-Pango	Great	7	5/28/38
I Wanna be a Sailor		7	Not Rev.
Jungle Jitters	Tops in Entertainment	7	2/ 5/38
Katnip Kollege	Okay	7	5/28/38
Lyin' Mouse	Good	7	10/16/37
Little Red Walking Hood	Clever	7	11/20/37
Love and Curses	Excellent	7	7/ 2/38
Major Lied 'Til Dawn	Excellent	7	8/20/38
My Little Buckaroo	Very Clever	7	1/22/38
Now That Summer Is Gone	Entertaining	7	5/21/38
Penguin Parade	Peppy	7	4/10/38
September in the Rain	Very Good	8	12/18/37
Sneezing Weasel	Very Clever	7	2/20/38
Star Is Hatched	Amusing	7	4/ 2/38
Woods Are Full of Cuckoos	Swell Burlesque	8	12/ 4/37
PICTORIAL REVIEWS (12)			
No. 1	Interesting	10	9/11/37
No. 2	Fair	10	10/30/37
No. 4	Interesting	10	11/ 6/37
No. 3	Fair	10	12/ 4/37
No. 5	Interesting	11	2/ 5/38
No. 6	Entertaining	10	1/29/38
No. 7	Excellent	10	2/26/38
No. 8	Excellent	10	4/ 9/38
No. 9	Good	10	4/23/38
No. 10	Average	10	6/ 4/38
No. 11	Interesting	11	7/ 9/38
No. 12	Diversified	11	8/20/38
TRUE ADVENTURES (13)			
Alibi Mark	Dramatic	13	12/25/37
Attic of Terror	A Hit	12	9/ 4/37
Bolted Door	Exciting	13	2/ 5/38
Danger—High Voltage	Tops in Excitement	14	12/11/37
Dear Old Dad	Gripping	12	4/16/38
Dream Comes True	Good	10	6/ 4/38
Fighting Judge	Very Good	11	7/ 2/38
Hit and Run	Splendid	12	2/26/38
Night Intruder	Gripping	14	7/23/38
Playing With Danger	Gripping	13	11/27/37
Shop Girls' Evidence	Fair	10	3/26/38
Trapped Underground	Gripping	13	8/27/38
Wanderlust	Very Good	13	5/14/38
VITAPHONE VARIETIES (12)			
Alibi Time	Very Entertaining	11	2/ 5/38
Juggling Fool	Excellent	10	5/21/38
Mr. and Mrs. Jesse Crawford	Fair	10	4/ 2/38
Neckin' Party (Reissue)	Timely	11	9/11/37
Puppet Love	Pleasing	10	9/18/37
Roping 'Em Alive	Exciting	10	10/16/37
Ski Flight	Excellent	10	1/22/38
Swing Cat's Jamboree	Yes and No	8	7/ 9/38
Unreal Newsreel	Just Fair	9	1/15/38
Vitaphone Capers	Just Vaudeville	10	6/18/38
Vitaphone Frolics	Just Vaudeville	11	11/20/37
Vitaphone Gambols	Fair	10	3/12/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
1938-39			
BROADWAY BREVITIES (24)			
Boarder Trouble		17	Not Rev.
Campus Cinderella	Very Good	18	9/17/38
Cleaning Up		17	Not Rev.
Hats and Dogs		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent (Tech.)	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky In Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon	Fair	7	12/17/38
Blue Barron		10	Not Rev.
Larry Clinton		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation		3/ 4/39
Music With a Smile	Lively and Peppy	10	7/23/38
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) Tech.			
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Prest-o Change-o	Good	7	4/ 8/39
MERRIE MELODIES (26) Tech. (Cont.)			
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Robinhood Makes Good	Diverting	7	3/ 4/39
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
VITAPHONE VARIETIES (12)			
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
River, The (U. S. Doc. Films) Dist. by Par.	Outstanding	31	1/ 8/38
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38
SCREEN TRAVELER (13)			
Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

	No. Chaps.	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Secret of Treasure Island	15 Chaps.	4/ 2/38
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Dick Tracy Returns	15 Chaps.	8/ 6/38
Fighting Devil Dogs	12 Chaps.	5/28/38
Lone Ranger Returns	15 Chaps.	2/18/39
Hawk of the Wilderness	12 Chaps.	11/26/38
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Flaming Frontiers	15 Chaps.	6/ 4/38
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address, Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book containing every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, Showmen's Trade Review, 1501 Broadway, New York City.

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THOROUGHLY EXPERIENCED THEATREMAN with many years of active and successful experience behind him, yet young enough to do a top-notch job, seeks a position with an independent exhibitor or group of theatres. At least let me tell you of my background and why you will find me a good investment. Address Box 621, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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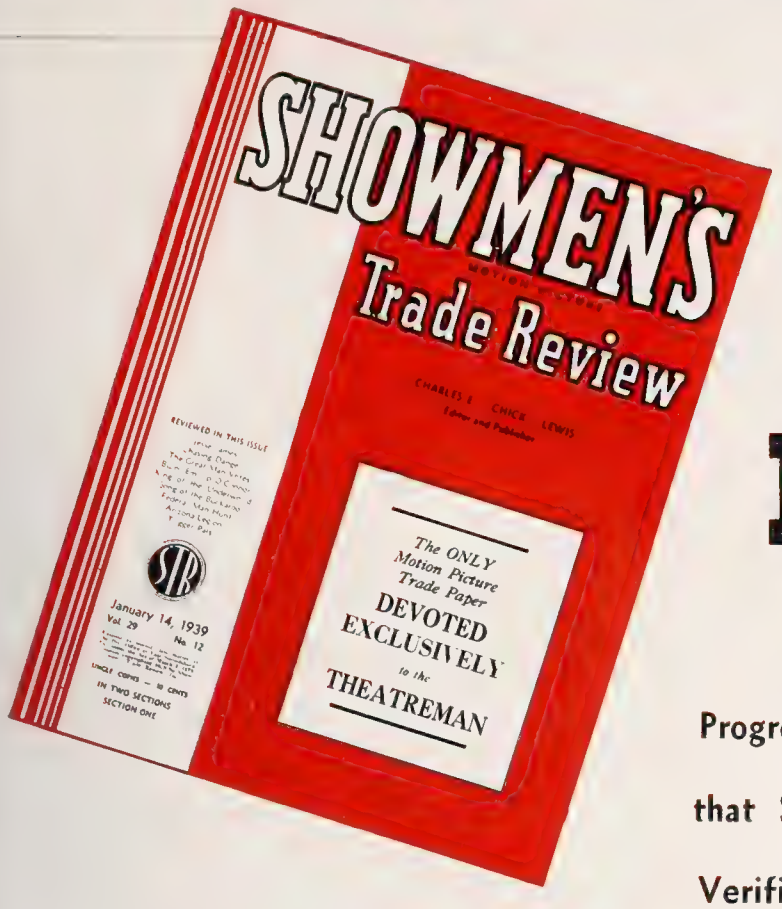
WE GUARANTEE 30 to 40 percent more light on your screen!!! "Brite-Light" Shutters gives whiter, brighter and clearer pictures. Best built shutter on market for Powers, Simplex, Kaplan, rear or front; NEW PRICE EACH $6, prepaid anywhere! "Servicing Charts" handbook, covering all equipments, on sound $1.00. (Subscribe Today for our sound service via mail. We keep your sound & projection perfect! This service only $2 year. We tell you, via mail, in simple, understandable words and pictures, how to Service your sound-projection.) Thousands of satisfied customers. WESLEY TROUT, Consulting Engineer, Box 575, ENID, OKLAHOMA.

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THE M. P. INDUSTRY'S NUMBER ONE SERVICE PAPER



Reports

PROGRESS

Progress in Terms of Vigorous, Continuing Growth. Progress that Spells M-O-R-E V-A-L-U-E for Advertisers—a Progress Verified by Advertisers Themselves. Thus:

National Advertising Carried by STR

in 1937 [redacted] **407 Pages**

in 1938 [redacted] **501 Pages**

1938 Increase Over 1937—20.6%

And for the First Three Months of 1939:

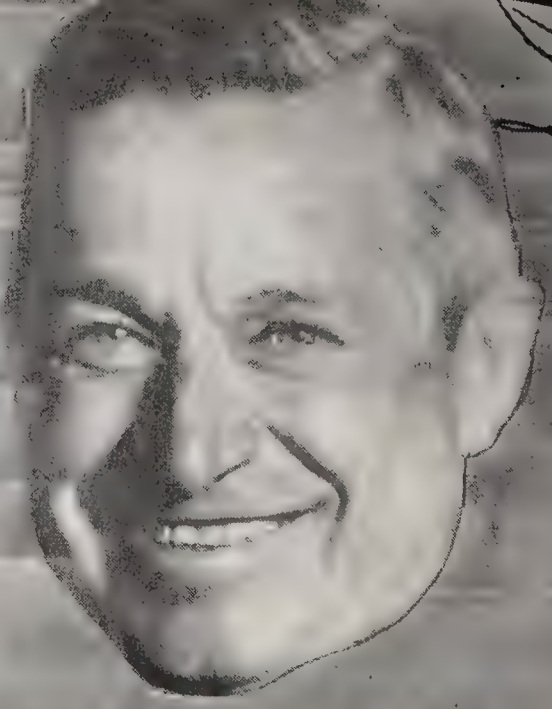
National Advertising in STR Increased 63 Pages over the Same Period for the Previous Year

SHOWMEN'S TRADE REVIEW

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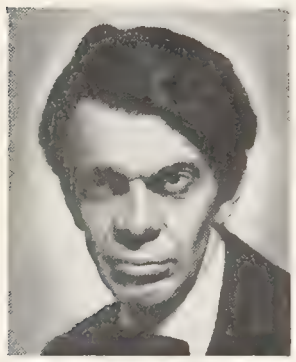
ITS ANNUAL TRIBUTE

TO

Will Rogers

"FOR AULD LANG SYNE"

STARS INCLUDE:



RAYMOND MASSEY
Star of the current Broadway success, "Abe Lincoln in Illinois." Courtesy Max Gordon Plays and Pictures Corp., who will produce the picture.



SPENCER TRACY
Courtesy of MGM.



DEANNA DURBIN
Courtesy of Universal.



LOWELL THOMAS
Courtesy Movietone News



ROBERT E. SHERWOOD
Author of "Abe Lincoln in Illinois." Courtesy of The Playwrights Co., producers of the play.

THIS SHORT SUBJECT RUNS 10 MINUTES. SUPPLIED GRATIS TO ALL EXHIBITORS TAKING COLLECTIONS FROM THE AUDIENCE

Proceeds for the future support of the Will Rogers Memorial Hospital, Saranac Lake, N. Y., and for its kindred philanthropies, maintained for the needy of stage and screen. And for the aid of local institutions specializing in the care of handicapped children

WILL ROGERS NATIONAL THEATRE WEEK

WEEK BEGINNING THURSDAY, APRIL 20th • MAJOR L. E. THOMPSON, Chairman

Order prints from the following Zone Chairmen of WILL ROGERS NATIONAL THEATRE WEEK . . . or from any branch manager or film salesman:

District	Zone Chairman and Company
ALBANY	Philip Fox, Columbia
ATLANTA	John Ezell, Universal
BOSTON	Morris Wolf, Metro
BUFFALO	Sydney Samson, 20th Century-Fox
CHARLOTTE	Robert J. Ingram, Columbia
CHICAGO	Jack Osserman, RKO
CINCINNATI	Edwin Booth, Metro
CLEVELAND	Frank D. Drew, Metro
DALLAS	Doak Roberts, Warner Bros.
DENVER	H. A. Friedel, Metro
DES MOINES	R. M. Copeland, Paramount
DETROIT	Frank Downey, Metro
INDIANAPOLIS	George T. Landis, 20th Century-Fox
KANSAS CITY	William Warner, Warner Bros.
LOS ANGELES	Clayton T. Lynch, Metro
MEMPHIS	James Rogers, Columbia
MILWAUKEE	Arthur N. Schmitz, RKO
MINNEAPOLIS	Harold Johnson, Universal
NEW HAVEN	Lou Wechsler, United Artists
NEW ORLEANS	E. B. Price, Paramount
NEW YORK CITY	Harry H. Buxbaum, 20th Century-Fox
OKLAHOMA CITY	Ralph B. Williams,
OMAHA	Al Mendenhall, Paran
PHILADELPHIA	F. L. McNamee,
PITTSBURGH	Harry Seed, Warner
PORTLAND	Louis Amacher,
ST. LOUIS	John E. Garrison, Univ
SALT LAKE CITY	Charles Walker, 20th Centur
SAN FRANCISCO	Dennis J. McNerney, United A
SEATTLE	Lawrence J. McGinley, Univ
SIOUX FALLS	Sherman Fitch,
WASHINGTON	Sam Wheeler, 20th Centur

APR 24 1939

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SHOWMEN'S MOTION PICTURE Trade Review

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

Weekly Studio Check-Up
Page 6

REVIEWED IN THIS ISSUE

The Hardys Ride High
Inspector Hornleigh
Stolen Life

April 22, 1939
Vol. 30 No. 13

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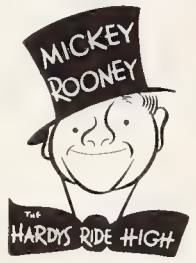
EDWARD SMALL

President of Edward Small Productions, who is now putting the finishing touches on "The Man In the Iron Mask" for United Artists release. He has announced a program of six pictures for UA release in 1939-40.

HARDY LAUGHS at the Capitol

BROADWAY and 51st STREET — MAJOR EDWARD BOWES, Managing Director

HELD OVER 2nd WEEK



DOORS OPEN 9:45 A.M.

"Crowded house rocked with hilarity!" —*Bland Johaneson, Mirror*

"Highly entertaining. Recommended without reservations." —*Howard Barnes, Herald-Tribune*

"A sheer delight from beginning to end!" —*Wm. Boehnel, World-Telegram*

"Thoroughly enjoyable . . . human, down-to-earth!" —*Rose Pelswick, Journal-American*

"Up to the high M-G-M standard. Hearty comedy." —*Kate Cameron, News*

"Audience has plenty of fun watching the Hardys ride high and handsome!" —*Eileen Creelman, Sun*

"What could be a slicker treat . . . a swell time is had by all." *Irene Thirer, Post*

Don't Miss

"The HARDYS RIDE HIGH"

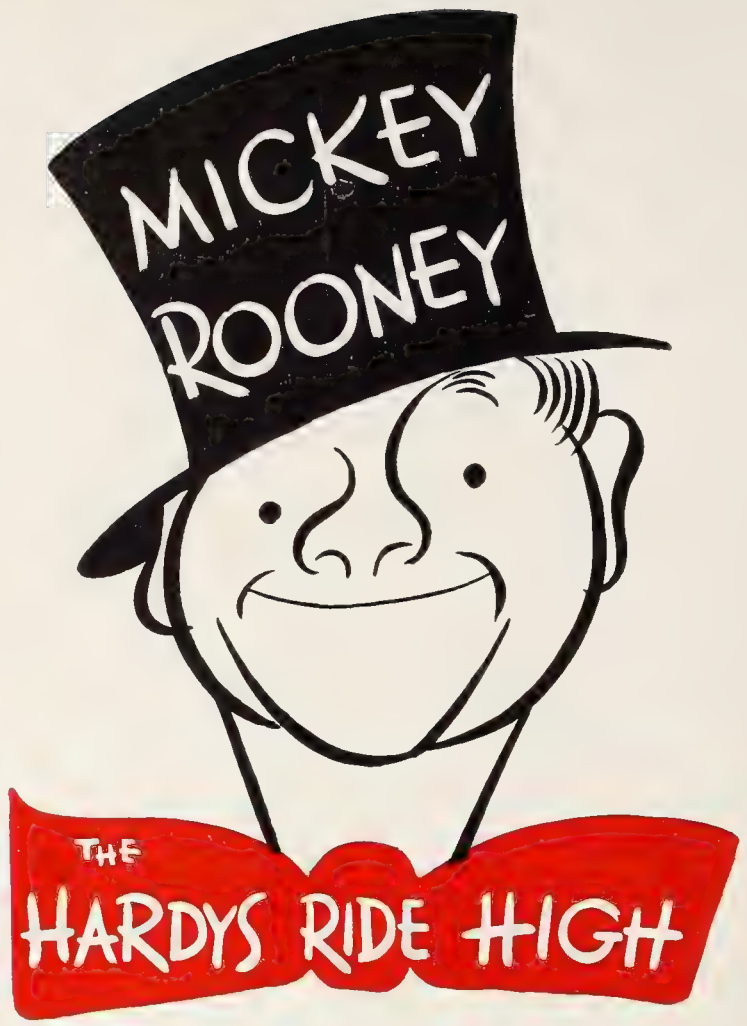
(They became millionaires overnight!)

Metro-Goldwyn-Mayer's Springtime Tonic with

LEWIS STONE • MICKEY ROONEY • CECILIA PARKER • FAY HOLDEN • *Directed by George Seitz*

Screen play by Agnes Christine Johnston, Kay Van Riper, William Ludwig

(Above from extra-space ad campaign)



Note to Ad-men!

Use this cartoon in your campaign. You can reproduce direct from the above.

HARDY HOLD-OVER BUSINESS!

2nd Week at Big Capitol, N.Y., is your tip-off to hold extra time open!

(And the next in M-G-M's Springtime Fanfare of Hits is Myrna Loy, Robert Taylor in "Lucky Night." And more lucky nights and days thereafter!)

The Editorial Page

AS WE VIEW IT . . . . . .

Relief is even more important in New York than on the coast for those unfortunates of the industry who are sadly in need of temporary aid to tide them and their families over until they can take care of themselves.

Great emphasis is placed, out in Hollywood, on the magnificent work being done and the funds being raised for relief purposes. But here in New York no one appears to be giving a good gosh-darn whether the less fortunate starve or become panhandlers. The M. P. Associates are doing their best but their best can only be a drop in the bucket.

How about it Mr. Executives? Why not give a thought to the creation of a proper fund to take care of the industry's needy, help them find themselves and re-establish their faith in the industry they served so well? Under the right kind of leadership a substantial fund could be created and administered for the benefit of worthy people sadly in need of some aid.

△ △ △

The Goldwyn-UA squabble has reached the point where UA should either sell out to Goldwyn or buy him out. No use condemning a man because he wants to run the company. That's his ambition and he's entitled to his ambitions.

On the UA side of the argument: throwing "statements" back and forth will not solve the friction which has passed the conversation stage and is now open warfare.

Seems to us that both parties need each other. But who is going to be able to convince them of that fact?

△ △ △

We would like to answer all the questions reaching us about film rentals, percentages, etc., but unfortunately we can't. The reason being that (and we are happy to say so) a more liberal sales policy will prevail with most of the major companies for the new selling season.

While not at liberty to mention names and companies, we might point out what was told to us by one sales manager. He stated that his company's sales policy for next season would definitely be flexible and while it would seek increases and additional percentage pictures in certain situations, no attempt would be made to force such conditions on the independent exhibitors whose business did not indicate such a course.

On the contrary, he stated, any exhibitor who could convince the branch manager that he overpaid this season would gladly be sold at a lower price for next season. All of which may just be so much hooey or a genuine effort to recognize existing conditions.

In the average city and town of this country a theatre's greatest opposition are the various sporting events held locally. Ask any theatreman what gives him the worst kick in the box office and he'll tell you right off: "Local basketball, hockey, or any other form of night sport."

Which brings up the point: Why should newsreels give so much footage to the sports that are hurting the business of movie theatres?

It would seem to this observer that far less emphasis or even a complete elimination of such stuff in the newsreels would be pleasing to theatremen.

Just look at how the newspapers are treating radio since they came to the conclusion that radio was their most harmful competitor.

△ △ △

Can the numerous sales-conventions and product announcements, most of them 'way ahead of last year's, be an indication that the companies are out to get their next selling season underway early? Or, as one person expressed it, perhaps the studios are so much advanced they felt they could proceed with their conventions and announcements much earlier than they did a year ago.

At any rate, a most encouraging sign is the vast number of definite pictures, by title, that have been announced for the first quarter of the next season. This gives the buying exhibitors and circuits a much better opportunity of knowing what they will get and from whom.

△ △ △

Judging from the list of executives scheduled to attend the National Variety Club banquet in Detroit on the 29th, the industry might consider making it a double bill and holding a convention of their own at the same time.

It is a marvelous tribute to the brains that conceived the idea as well as those who are carrying it forward, that the Variety Clubs have attracted so much respect and attention throughout the industry. Which brings us to the logical question: "Will you be at the banquet?"

△ △ △

The success of the previous Will Rogers National Theatre Week campaigns should be duplicated and even exceeded this year. The purposes of the Fund have been expanded and those in charge of it are doing a magnificent job worthy of your best efforts to aid them.

The presentation of the special trailer and the daily collection among your patrons is the best manner of supporting the drive and theatremen everywhere are urged to do everything in their power to back up the drive.

—*"CHICK" LEWIS*

PROSPECTS OF STRIKE ABATE

Operators Assured of Negotiations

Hollywood — Following assurances this week from Victor H. Clarke, assistant to Pat Casey, producers' labor representative, that on his return to the Coast he would negotiate with them regarding wages, hours and other conditions, the business agents of four studio Locals requested George E. Browne, IATSE president, to delay any further action of the IA in the operators' strike pending negotiations.

This action, for a time at least, has averted the threat of a nationwide strike of projectionists in theatres owned by or affiliated with major companies. General wage increases, shorter hours, a minimum work call of six hours and jurisdiction over all cameramen by Local 659 is asked by IA.

Differences between the IATSE and the autonomy group of Local 37 showed prospects of being settled quickly this week when Superior Judge Emmett Wilson granted a continuance until April 25 the injunction brought against each other by the two parties. The grand jury charges of labor racketeering against the IA was continued to May 2.

"Open House" for U's New Washington Mgr.

Universal will hold "open house" at its Washington, D. C., exchange on Monday, April 24, to acquaint exhibitors and other members of the industry with the company's new branch manager, B. Bernard Kreisler.

Pettijohn and Myers in Final Arguments on Neely Measure

No Action By Senate Committee Expected Until Next Week at the Earliest

Washington—Final arguments on the Neely anti block-booking blind-selling bill were heard this week by the Interstate Commerce Sub-committee, whose action in the matter is not expected before next week at the earliest. Senator "Cotton Ed" Smith, chairman of the Sub-committee, is out of town, and the procedure for him to follow on his return will be to call a meeting of the sub-committee which will then report to the full committee. The report will then be sent to the Senate floor for discussion and vote when reached on the calendar.

As hearings on the controversial measure closed, C. C. Pettijohn, MPPDA general counsel declared that the trade practice code now being considered by exhibitor organizations "is the only constructive, effective, practical and workable approach to the problems presented." He added that at least 90 p.c. of the theatre owners "know enough about the business to recognize that this bill will not accomplish what its proponents seek to bring about."

In his summation, Abram F. Myers, Allied general counsel, suggested 5 amendments to Section 4 of the Neely bill in order to "meet the reasonable criticisms of the opponents of the bill." Commenting on the trade practice drafts, Myers said he liked certain proposals, but that in their present form "they are not a fair substitute for the Neely bill or the government's suit."

Tempers flared last week between Ed Kuykendall, MPTOA prexy, and Myers as they challenged each other's statements. Kuykendall has assailed Allied as a "minority group" that was not interested in constructive action. A strenuous objection was entered by Myers to what he termed a personal attack and a battle seemed in sight for a moment before order was restored.

BAIRD TO BRING TELE EQUIPMENT

Arrives April 28 For First Installation

I. C. Javal, commercial director of Baird Television Ltd., accompanied by a staff of engineers, will arrive in New York April 28 on the Aquitania, bringing with him the complete apparatus for television installation in both theatres and the home, as well as cameras used in transmitting news events, according to cable advices from Isidore Ostrer, chairman of Gaumont British.

The first installation will be made in the projection room at the GB home office in New York, which will be completely wired in the same manner as has proved to be so successful in televising events in London.

670 Dates Pledged

Six hundred seventy playdates have been pledged by New York Allied on the first of the Allied patriotic trailers. The Buffalo unit has lined up 142 dates; Rochester, 110; Syracuse, 114; Albany, 133, and New York City, 171.



Republic's Beefsteak Dinner

Republic gave a beefsteak dinner in New York last week in honor of its regional meeting. Many exhibitors were also present at the affair. Pictured above are W. T. Powers and J. J. Sullivan of Fox West Coast, Dr. E. Martin, Herbert J. Yates of Republic and Joseph Bernhard, general manager of Warner Bros. Theatres. Other exhibitors who attended were Spyros and George Skouras, Fred Meyers and Max Sellerman of RKO, William White and John Benas of the Skouras New York circuit, George Lynch of the Schine circuit, Charles Moss of the Criterion Theatre in New York, and Al Steffes, President of N. W. Allied.

Richey Brands Censorship Dictatorial

Columbus, O.—In a symposium on film censorship sponsored by the B'Nai B'Rith Hillel Foundation here, H. M. Richey, RKO's director of public relations, branded the six states of Ohio, New York, Pennsylvania, Maryland, Kansas and Virginia as comparable to foreign dictatorships in their systems of censorship of motion pictures.

George Friedl on West Coast Hegira

George Friedl, director of the sound engineering division of the International Projector Corp., attended the SMPE meeting in Los Angeles this week, and will remain on the West Coast for some time before returning to New York.

ASCAP WINS 2 DECISIONS

Supreme Court Rules In Fla., Wash. Cases

ASCAP won victories in the Supreme Court this week in both the Washington and Florida cases which the court heard on appeal. The decision in the Florida case upheld a District Court injunction against enforcement of the Florida Anti-ASCAP law.

In the case involving the Washington measure, the District Court was instructed to hear the case again and admit evidence which it had refused ASCAP permission to introduce during the first trial. The Court did not pass on the constitutionality of either of the measures.

Depinet, Weeks to Attend Variety Dinner

Detroit—The Variety convention banquet to be held here April 29 will be attended by Ned E. Depinet, vice-president of RKO-Radio Pictures, and George W. Weeks, general sales manager of Monogram, as well as other industry personages. According to hotel reservations, the total registration will exceed 1,200. Invited speakers include Will Hays, Sidney R. Kent, Al Lichtman, Barney Balaban and H. M. Warner. William F. Rodgers and other MGM executives will also be present.

Kent Drive Aug. 13

The sales staff of 20th Century-Fox is slated to launch its seventh annual S. R. Kent Drive on August 13.

SHOWMEN'S MOTION PICTURE Trade Review

Vol. 30, No. 13 April 22, 1939

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Kennedy's Korner

Will Rogers National Theatre Week drive is on, with its final success tied up in the purse-strings of the public. The reel "For Auld Lang Syne" should help swell the contributions to the fund. This 10-minute show strikes the patriotic note, offers stars Deanna Durbin, Spencer Tracy and Raymond Massey, whose impersonation of Abe Lincoln has timely appeal and presents a flash from the stage hit "Abe Lincoln in Illinois".

Nate J. Blumberg's man-to-man talk at the Universal regional convention in Cincinnati is the talk of the trade. As head of Universal during a period of boom for the company, Blumberg went over his administration, giving an account of the whys and wherefores of every major decision and action. He talked for an hour, but didn't go into a speech for even a second.

Bob Savini of Astor Pictures knows his showmanship and how to make it work. Astor launches a group idea. The first group of features and shorts includes Wm. S. Hart in "Tumbleweeds", with the sagebrush star himself heard in an introduction.

The Rivoli Theatre's newspaper campaign for "Wuthering Heights" was the eye-taker of the week's amusement pages—and a compliment to the UA ad department, whose layouts and copy were closely followed. And the newspaper reviewers contributed supplemental copy that couldn't have raved more if Sam Goldwyn himself had written them.

LENS-MAKING U. S. ART, SMPE HEARS

Discussions, Activities Highlight Convention

Hollywood — Annual Spring convention of the Society of Motion Picture Engineers was held here this week at the Roosevelt Hotel. Sessions were concluded Friday with a session on television.

W. B. Rayton, of Bausch & Lomb, Rochester, N. Y., in a paper read Tuesday, declared that the American optical industry has now reached the point where its raw materials (optical glass) and its technical skill recognizes no superiors in Europe or anywhere else. His paper was one of 11 technical papers presented.

SMPE members visited Paramount studios Tuesday afternoon as the guests of Loren Ryder. Wednesday morning's program featured a sound session with J. O. Aalberg presiding. A laboratory and photographic session was held Thursday morning followed by a visit to Warners' Burbank studios under the guidance of Major Nathan Levinson, director of recording. The banquet was held Thursday.

Big Names Signed By Univ. For Its 1939-40 Program

Will Spend $1,000,000 For Advertising Mostly in Newspaper Media

More big names than ever before will appear in Universal's program for the new season, it was revealed this week with the company's product announcement. Besides Deanna Durbin, who will again make two pictures for the program, Edgar Bergen and Charlie McCarthy, Bing Crosby, Irene Dunne, W. C. Fields, James Stewart, Margaret Sullavan, Jackie Cooper, Freddie Bartholomew, Danielle Darrieux and Basil Rathbone will be seen in Universal pictures.

Universal will spend a million dollars in advertising during 1939-40, with most of this fund earmarked for newspaper media.

Highlights of the lineup are as follows:

Two Deanna Durbin pictures and "The Ocean Between" will be made by the Joe Pasternak-Henry Koster combination. Bing Crosby and Bergen-McCarthy will each star in one picture. So will Irene Dunne. John M. Stahl will produce "Bull by the Horns". Lester Cowan will make a film starring W. C. Fields. Margaret Sullavan will star in one untitled production. So will James Stewart.

A new Joe Pasternak discovery, Gloria Jean, will appear in "The Under Pup". Basil Rathbone will be starred in "Tower of London" and "Victoria Docks at 8". Joe Pasternak will make "Rio" starring Danielle Darrieux.

"The Invisible Man Returns", a sequel to H. G. Wells' "The Invisible Man", is on the list. Jackie Cooper and Freddie Bartholomew will co-star in "Flying Cadets" and "Bright Victory". "Return of the Sheik," a story of the Foreign Legion, will be produced by Ben Stoloff. Two "Family Next Door" pictures will be made with Hugh Herbert, Joy Hodges, Ruth Donnelly, Eddie Quillan, Juanita Quigley and Sandy. Jackie Cooper will star in "His Son". Two pictures will be made with the "Little Tough Guys".

Karloff and Lugosi in "Friday the 13th" is expected to be the horror triumph of the year. A number of other titles were given from which the balance of the program will be made. As previously announced Harry Edington will make three pictures for Universal release and "The Mikado" in Technicolor will also be on the program. There will be seven outdoor pictures starring Richard Arlen and Andy Devine and seven Westerns starring John Mack Brown; four serials, 13 special color cartoons, 15 each of "Going Places" and "Stranger Than Fiction", 13 musicals to be made on the coast of two reels each and a special two reel subject, "The March of Freedom".

NBC, CBS Will Push Television

Believing that television has finally arrived and that its progress can't be stopped despite the fact that some might be "burned" by its march, officials of NBC and CBS declared this week that tele activities at both networks would continue as planned.

Para Convention On Coast June 12-14

Paramount's annual sales convention will be held in Los Angeles, June 12-14, it was announced this week by Neil Agnew, vice-president in charge of distribution. Two hundred Paramount salesmen, branch managers, home office and studio executives will attend.

PROGRAM TELEVISED

Ceremonies at Fair Picked Up For Press Party

Dedication ceremonies at the RCA exhibit building at the New York World's Fair were televised over the new RCA Victor stock television receiver models at a special party for the press held Thursday noon on the 62nd floor of the RCA Building. Views of the exhibit building at the Fair grounds were picked up by the NBC mobile television units, as well as the speakers on the half hour program.

WB Sales Up 25 P.C. Over Last Year

Warner Bros. has sold its new season product to 25 p.c. more accounts than last year for a similar period, it was revealed here simultaneous with the announcement that the company had concluded the Sears Drive with a $2,000,000-week in billings.

Important Dates

April 20-27: Will Rogers National Theatre Week.
April 22-24: Universal regional meet, San Francisco.
April 23-24: Ark. I.T.O. annual convention, Marion Hotel, Little Rock.
April 25-26: Republic regional meet, San Francisco.
April 28: Paramount Pep Club Dance, Hotel Astor.
April 29: Variety Club convention banquet, Detroit.
May 4-6: Monogram convention, Drake Hotel, Chicago.
May 8-10: United Artists sales convention, Los Angeles.
May 8-11: Columbia regional meeting, Atlantic City.
May 14-16: Columbia regional meeting, Chicago.
May 20-22: Columbia regional meeting, Los Angeles.
May 21-27: Silver Jubilee of Morris Joseph, Universal branch manager at New Haven, Conn.
May 23-25: N. Y. Allied "World's Fair convention," Hotel Astor.
June 12-14: Paramount convention, Hotel Ambassador, Los Angeles.
June 13-15: Allied National convention, Nicollet Hotel, Minneapolis.

REP.'S CHI. MEET

Midwestern Salesmen and Mgrs. In Windy City Group

Republic's third regional meeting took place in Chicago this week. Those attending from the various branches include:

From Chicago: I. W. Mandel, H. Lorch, J. Schwartz, S. Decker, M. Dreifuss and F. Nardi. From Indianapolis: L. W. Marriot, H. Gorman and H. C. Knox. From Milwaukee: J. Frackman and M. Lavin. From Kansas City: R. F. Withers, C. Parkhurst, J. Scott and C. Riley. From Des Moines: E. J. Tilton, C. A. Pratt and Bert Thomas. From: Omaha: H. F. Lefholtz, C. F. Reese and John McBride. From Minneapolis: Gilbert Nathanson, Geo. Fosdick, Ben Meshbesher and Abbot Swartz. From St. Louis: Nat Steinberg, Barney Rosenthal, James Gateley, Dave Nelson and Wm. Weiss.



WEEKLY STUDIO CHECK-UP

Here is the complete list of all pictures in production and being edited this week. Any picture on which Advance Dope has been published is followed by an asterisk (*). Consult the booking guide for dates on which Advance Dope appeared.

[This Week: In Production—44; Being Edited—70]
[Last Week: In Production—43; Being Edited—67]

COLUMBIA

Being Edited

ONLY ANGELS HAVE WINGS*

OUTSIDE THESE WALLS*

BLIND ALLEY*

MISSING DAUGHTERS*

POWER TO KILL
Jack Holt, Gertrude Michael. Directed by Lew Collins. Produced by Larry Darmour.

ARIZONA COWBOY (W)
Charles Starrett, Iris Meredith. Directed by Sam Nelson.

In Production (1938-39)

GOOD GIRLS GO TO PARIS
Melvyn Douglas, Joan Blondell. Directed by Alexander Hall.

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

EVERYTHING HAPPENS TO ANN*

In Production

MIRACLE OF MAIN STREET
with Margo. Directed by Steve Sekely.

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

GOODBYE MR. CHIPS*

TARZAN*

LUCKY NIGHT*

CALLING DR. KILDARE*

BRIDAL SUITE*

TELL NO TALES*

IT'S A WONDERFUL WORLD*

6,000 ENEMIES
Walter Pidgeon, Rita Johnson. Directed by George Seitz.

Being Edited (1939-40)

WIZARD OF OZ (Tech.)*

In Production (1938-39)

MAIZIE WAS A LADY
Ann Sothern, Rob't. Young, Ruth Husser, Ian Hunter, Cliff Edwards. Directed by Edwin L. Marin.

In Production (1939-40)

GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

ON BORROWED TIME
Lionel Barrymore, Beulah Bondi. Directed by Harold C. Bucquet.

MGM (Cont.)

THE WOMEN
Norma Shearer, Joan Crawford, Rosalind Russell. Directed by George Cukor.

ANDY HARDY GETS SPRING FEVER
Mickey Rooney, Lewis Stone. Directed by W. S. Van Dyke.

MONOGRAM

Being Edited

BOYS' REFORMATORY*

WOLF CALL*

In Production

DOWN THE WYOMING TRAIL (W)*

ACROSS THE PLAINS
Jack Randall, Joyce Bryant. Directed by Spencer Bennett.

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*

HOTEL IMPERIAL*

UNION PACIFIC*

UNMARRIED*

FEDERAL OFFENSE*

GRAND JURY SECRETS*

MAN ABOUT TOWN*

INVITATION TO HAPPINESS

GRACIE ALLEN MURDER CASE*

SOME LIKE IT HOT*

MAGNIFICENT FRAUD*

MR. & MRS. BULLDOG DRUMMOND*

ISLAND OF LOST MEN*

Being Edited (1939-40)

BEAU GESTE*

In Production (1938-39)

MILLION DOLLAR LEGS*

In Production (1939-40)

WHAT A LIFE*

HEAVEN ON A SHOESTRING
Pat O'Brien, Olympe Bradna. Directed by Lewis Milestone.

CAT AND THE CANARY*

THE STAR MAKER
Bing Crosby, Louise Campbell. Directed by Roy Del Ruth.

RULER OF THE SEAS
Doug Fairbanks, Jr., Margaret Lockwood. Produced and directed by Frank Lloyd.

LAWFUL OUTLAWS (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman.

PARAMOUNT (Cont.)

GERONIMO*

GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

DISPUTED PASSAGE
Dorothy Lamour, Akim Tamiroff. Directed by Frank Borzage.

RKO-RADIO

Being Edited

FIXER DUGAN*

SORORITY HOUSE*

PANAMA LADY*

ROOKIE COP*

GIRL FROM MEXICO*

RACKETEERS OF THE RANGE (W)*

In Production

LITTLE MOTHER*

FIVE CAME BACK*

THE DOVE*

CAREER
Alice Eden, John Archer. Directed by Leigh Jason.

MEMORY OF LOVE
Carole Lombard, Kay Francis, Cary Grant, Charles Coburn. Directed by John Cromwell.

TWENTIETH CENTURY-FOX

Being Edited (1938-39)

GIRL FROM BROOKLYN*

ROSE OF WASHINGTON SQUARE*

SUSANNAH OF THE MOUNTIES*

NEWS IS MADE AT NIGHT*

CHARLIE CHAN IN RENO*

THE GORILLA*

BOY FRIEND*

RETURN OF THE CISCO KID*

Being Edited (1939-40)

STANLEY AND LIVINGSTONE*

In Production (1938-39)

YOUNG MR. LINCOLN*

SECOND FIDDLE*

IT COULD HAPPEN TO YOU
Gloria Stuart, Stuart Edwin. Directed by Alfred Werker.

In Production (1939-40)

HOTEL FOR WOMEN
Elsa Maxwell. Directed by Gregory Ratoff.

EAST SIDE, WEST SIDE
Amanda Duff, Kane Richmond. Directed by Ricardo Cortez.

JONES FAMILY at the GRAND CANYON
Jed Prouty, Spring Byington and the Jones Family. Directed by Malcolm St. Clair.

20th-FOX (Cont.)

CHARLIE CHAN AT TREASURE ISLAND
Sidney Toler, Sen Yung. Directed by Norman Foster.

THE RAINS CAME
Myrna Loy, Tyrone Power, George Brent. Directed by Clarence Brown.

UNITED ARTISTS

Being Edited

CAPTAIN FURY*

In Production

MAN IN THE IRON MASK*

MUSIC SCHOOL
Jascha Heifetz, Joel McCrea. Produced by Samuel Goldwyn. Directed by Archie Mayo.

UNIVERSAL

Being Edited

BIG TOWN CZAR*

FOR LOVE OR MONEY*

HOUSE OF FEAR*

EX-CHAMP
Victor McLaglen, Nan Grey. Directed by Phil Rosen.

THEY ASKED FOR IT*

In Production

THE SUN NEVER SETS
Doug Fairbanks, Jr., Virginia Field. Produced and directed by Rowland V. Lee.

OLD GRAD
Charley Grapewin, Anita Louise. Directed by Harold Young.

WARNER BROTHERS

Being Edited

NAUGHTY BUT NICE*

JUAREZ*

KID FROM KOKOMO*

CODE OF THE SECRET SERVICE*

SWEEPSTAKES WINNER*

HELL'S KITCHEN*

DEVIL ON WHEELS*

NANCY DREW, TROUBLE SHOOTER*

EACH DAWN I DIE*

CONFESSIONS OF A NAZI SPY
Edward G. Robinson, Lya Lys. Directed by Anatole Litvak.

FAMILY AFFAIR*

GANTRY THE GREAT*

WATERFRONT*

ENEMY AGENT*

In Production (1938-39)

GIVE ME A CHILD*

LIGHTHORSE HARRY
Bert Wheeler, Marie Wilson. Directed by Noel Smith.

HOBBY FAMILY
Jane Bryan, Henry O'Neill. Directed by William Clemens.

In Production (1939-40)

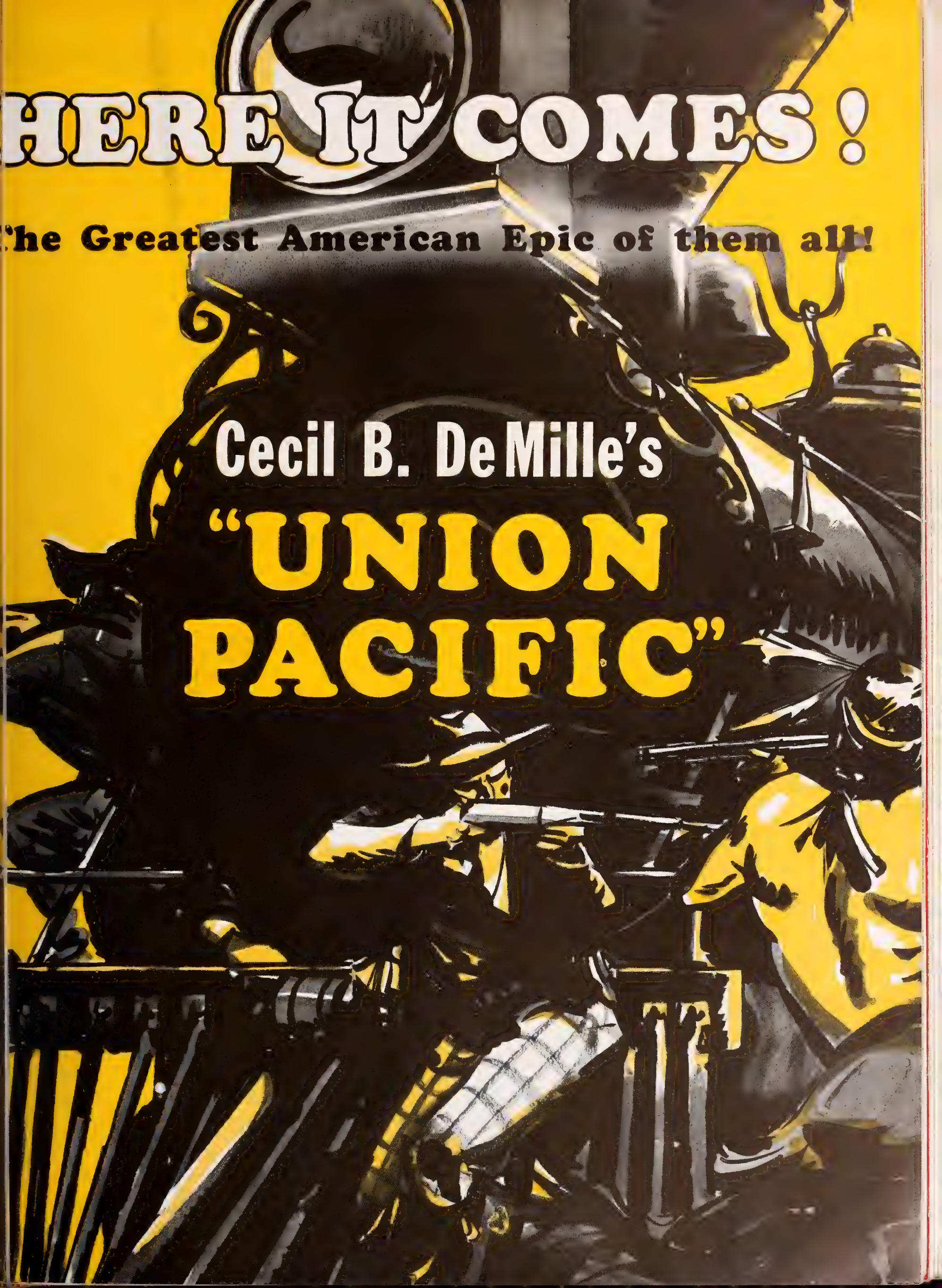
BATTLE OF CITY HALL*

OLD MAID
Bette Davis, George Brent. Directed by Edmund Goulding.

DUST BE MY DESTINY
John Garfield, Jane Bryan. Directed by Lewis Seiler.

HERE IT COMES!

The Greatest American Epic of them all!



Cecil B. DeMille's

"UNION PACIFIC"

PARAMOUNT, always the leader in American epics, with such tremendous box office successes to its credit as "The Covered Wagon", "The Trail of the Lonesome Pine", "The Virginian", "The Plainsman", "Wells Fargo", "The Buccaneer"...

NOW TOPS THEM ALL WITH ➡

Paramount Pictures



Cecil B. DeMille's
"UNION PACIFIC"

Cecil B. DeMille's

"UNION PACIFIC"

starring

Barbara Stanwyck · Joel McCrea

with

AKIM TAMIROFF · ROBERT PRESTON

LYNNE OVERMAN · BRIAN DONLEVY

and a Cast of Thousands!

Produced and Directed by CECIL B. DeMILLE

Screen Play by Walter De Leon, C. Gardner Sullivan and Jesse Lasky, Jr.
Based on an Adaptation by John Cunningham of a Story by Ernest Haycox

Paramount Pictures



Great Pictures Deserve Great Advance Selling . . .

The Greatest Publicity Stunt in Picture History!

From Wednesday, April 26th through Saturday, April 29th the great city of Omaha, Nebraska will give "Union Pacific" the greatest send-off in motion picture history. Two blocks of city streets will be made into replicas of the 1869 period. Only horse-driven stage coaches, prairie schooners, and Civil War Cavalry will be allowed in the streets. 52 blocks, including the business section, will be elaborately decorated. A tribe of 35 Sioux Indians will camp on the Court House grounds.

On Thursday there will be a huge military parade. Mr. DeMille and the Paramount stars from the Coast will be guests of the city and of the State. Other celebrities will include the governors of Nebraska and neighboring states, as well as 12 presidents of America's great railroads.

On Friday there will be another tremendous parade starting off another day of city-wide celebration leading up to the official world premiere of "Union Pacific" at the Omaha Theatre to be broadcast over the Mutual Network of 125 stations. Portions of the celebration will be picked up by the N.B.C. Red network on Thursday night over 51 stations, and on Friday night over 52 stations.

The size of the celebration is quickly shown by such figures as these: 34,000 Nebraskan males now growing beards for "Union Pacific" celebrations, 60,000 men, women and children will be in costume, 325,000 Nebraskans will be present during the four-day celebration. Space does not permit further details—you will hear them on the radio, you will read them in your paper, as this greatest of all world premieres takes place.

The Greatest Exploitation Stunt in Picture History

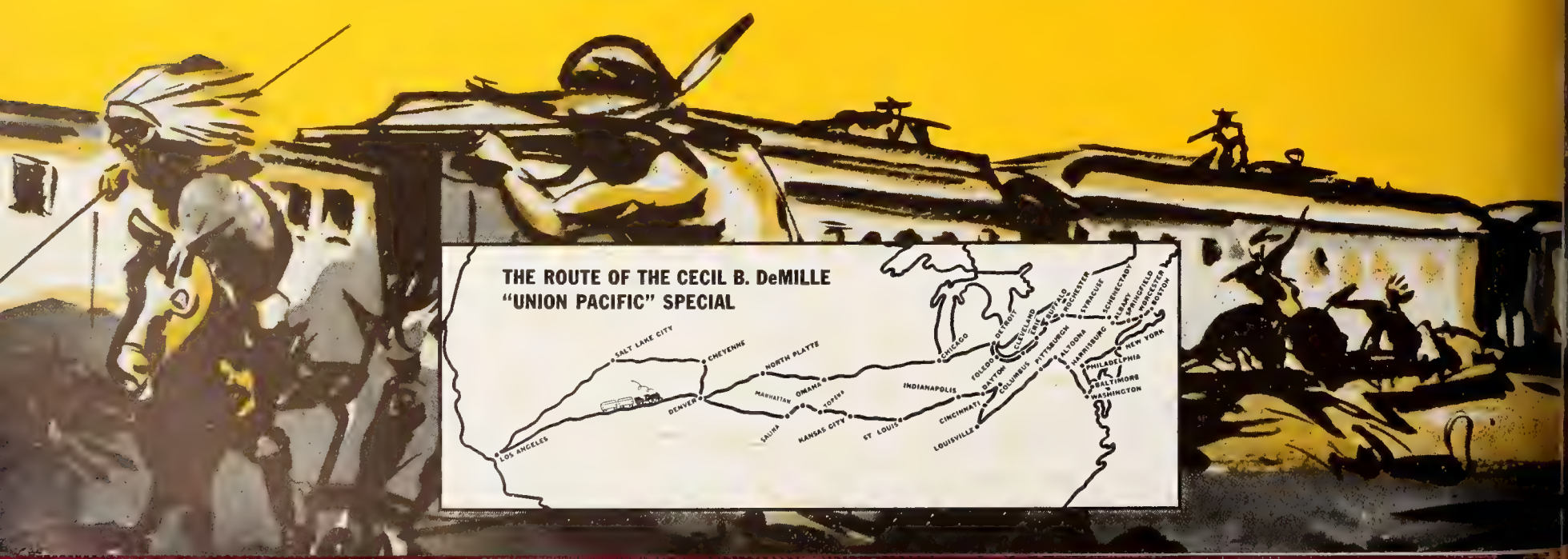
During the period, just before and after the release day of the picture, Cecil B. DeMille and a great number of famous Paramount stars, including Ray Milland, John Howard, Patricia Morison and Martha Raye, will make a huge coast-to-coast tour, hitting 36 key cities enroute, on the great Cecil B. DeMille "Union Pacific" special train. Leading this train will be the famous old engine No. 58, a locomotive built in the late 60's and used in the picture. Immediately following this will be the first of the great, new "Union Pacific" super turbine-electric streamlined locomotives showing in one quick glance 70 years of railroad progress. Behind this will come one of the first passenger coaches ever built in the United States, an 1869 baggage car, a civil war period coach and a blacksmith's car. Following these will come the line-up of streamlined pullmans carrying the Paramount stars. You can see the key cities the train will hit on the map at the bottom of this page.

A special shortwave transmitter, as part of the train equipment, will make possible continuous broadcasts of the train to the cities it is approaching. There will be another big-time broadcast from Schenectady. A Hollywood preview of "Union Pacific" is planned for each city where the train stops. The train will be open to the public and Mr. DeMille and the stars will be available, where possible, for personal appearances at previews.

The Greatest Advertising Campaign in Picture History

In addition to cooperative campaigns in many key cities, Paramount will run a huge national advertising campaign in the American Weekly and in This Week. A full-page, 4-color advertisement in American Weekly on April 30 will sell "Union Pacific" to its 12,293,-119 readers. A 4-color, double spread in This Week on May 7 will sell "Union Pacific" to 12,979,050 readers. A full-page advertisement in Life's April 24 issue will sell "Union Pacific" to 17,300,000 readers. Other Paramount ads will appear in Hollywood Magazine, Motion Picture Magazine, Movie Story, Modern Screen, Screen Book and Picture Play. In addition to the five radio broadcasts from Omaha, Cecil B. DeMille's Lux Radio Theatre, with its millions of listeners, has for the past 15 weeks been plugging Mr. DeMille's newest, and he believes, his greatest picture; and will continue to do so until past release date.

The Union Pacific Railroad is crashing through with a tremendous cooperative advertising and exploitation campaign for the picture, timed to synchronize with its own 70th anniversary and release date of the film. A $50,000 advertising campaign will include national ads during April, May and June in Collier's, Look, Newsweek, The New Yorker, Saturday Evening Post, Time, Liberty, Photoplay, Red Book, American Weekly and will feature billing scenes from the picture. The Hamilton Watch Company will run a nation-wide advertising campaign built around "Union Pacific." Other national advertisers to tie-in are California Fruit Growers' Exchange, Wonder Bread with full-page and half-page, full-color ads in the American Weekly; Tea Bureau, Pennzoil, Pan-American Oil Company, with 24-sheets in the four southern States in which it operates. International Silver Company is launching a series of ads which will appear in national magazines at release date of "Union Pacific."



HERE IT COMES !



Paramount gives you 15 BIG ONES in 5

The Greatest American Epic!

Pre-sold to millions! Sold on the Lux radio program . . . in $150,000 advertising campaign . . . by Cecil B. DeMille All-Star train in 36-city coast-to-coast tour . . . in gigantic, unsurpassed four-day world premiere celebration in Omaha, Neb. Greatest exploitation job in picture history!

Cecil B. DeMille's
"UNION PACIFIC"

starring

Barbara Stanwyck
and **Joel McCrea**

with

Akim Tamiroff • Robert Preston
Lynne Overman • Brian Donlevy

Produced and Directed by **Cecil B. DeMille**

Screen Play by Walter DeLeon, C. Gardner Sullivan and Jesse Lasky, Jr. • Based on an Adaptation by Jack Cunningham of a Story by Ernest Haycox

A Great New Name Combination!

"Just about the best comedy ever caught by the camera", says M. P. Daily. "Better than 'It Happened One Night'," read audience comments. And the figures speak for themselves: Miami 134%, Boston 110%, Worcester 121%, Hartford 122%, New Haven 140%.

Claudette Colbert
Don Ameche

in

"MIDNIGHT"

with

JOHN BARRYMORE
FRANCIS LEDERER
MARY ASTOR
Elaine Barrie

Screen Play by Charles Brackett and Billy Wilder • Based on a Story by Edwin Justus Mayer and Franz Schulz

Directed by MITCHELL LEISEN

Americas's Favorite Humorist!

Bob Burns, as Hollywood Reporter says "Clinches star niche" with this big time hit. Beating "Arkansas Traveler" grosses everywhere. Doubled average business in Kansas City terrific first week, smash second week at N. Y. Paramount.

Bob Burns in
"I'M FROM MISSOURI"

with **GLADYS GEORGE**
Gene Lockhart • Judith Barret
William Henry • Paricia Morison

Screen Play by John C. Moffitt and Duke Atteberry
Based on Stories by Homer Croy and Julian Street

Directed by THEODORE REED

•

The Year's Best Racing Picture!

Delivered just at the time racing interest is at fever pitch, Kentucky Derby time, it's a box office wonder all the way. Raft has perfect part as race track gambler. Ellen Drew takes to her first star role as you knew she would!

George Raft • Ellen Drew

in

"THE LADY'S FROM KENTUCKY"

with **HUGH HERBERT**
Za Su Pitts • Louise Beavers

Screen Play by Malcolm Stuart Boylan
Based on a Story by Rowland Brown

Directed by ALEXANDER HALL

Paramount Pictures



months—3 a month—when you need them most!

Jack Benny's Best!

Topping even his famous "Big Broadcast of 1937". Four "Hit Parade" songs, a million laughs, a fast-moving, tight-knit story that moves along to an uproarious climax, and a marquee-great cast. The best picture of the spring season.

Jack Benny
Dorothy Lamour
Edward Arnold

in

"MAN ABOUT TOWN"

with

Binnie Barnes • Phil Harris • Betty Grable
Eddie "Rochester" Anderson • E. E. Clive
and Matty Malneck and His Orchestra

Original Screen Play by Morrie Ryskind
Directed by MARK SANDRICH

•

Year's Funniest "Who Dun It?"

Its very title makes the customers titter in anticipation. This is the "different" picture they are all looking for—Gracie and Philo Vance sleuthing side-by-side in a dark purple mystery. The book is one of the season's best sellers—the picture is going to get a big break on the Chesterfield program.

S. S. VAN DINE'S

"The GRACIE ALLEN MURDER CASE"

with

GRACIE ALLEN • WARREN WILLIAM • ELLEN DREW • KENT TAYLOR • DONALD MacBRIDE

Screen Play by Nat Perrin
Directed by ALFRED C. GREEN

A Great Women's Picture!

The screen's most poignant and exciting actress in the picture which is the sensation of London—ten capacity weeks and still going strong. Critics have heaped such praise on it as no other has received in months. Every woman will want to see what few have dared to do—steal another's life and love!

ORION PRODUCTIONS LIMITED
present

Elisabeth Bergner
and
Michael Redgrave

in

"STOLEN LIFE"

Produced and Directed by PAUL CZINNER
A Paramount Release

•

A Great Emotional Drama!

Hard-punching, true-to-life. Director William K. Howard's greatest triumph. Says Hollywood Reporter: "Hits as box office melodrama. Memorable performances. Enthralling dramatic continuity liberally interspersed with good comedy and a number of songs destined to rank high in hit parade".

BERNARD STEELE
presents

"BACK DOOR TO HEAVEN"

with

Wallace Ford • Patricia Ellis
Stuart Erwin • Aline MacMahon

Based on a Story by William K. Howard • Screen Play by John Bright and Robert Rasker • A Paramount Release
Produced and Directed by WILLIAM K. HOWARD

Wesley Ruggles' Best Picture!

These two great stars both achieved their top performances under Ruggles' direction. They even surpass those performances in this one. Sneak previews show audiences swept from uproarious laughter to terrific excitement. A Wesley Ruggles picture is always a hit, as is witnessed by his "Sing, You Sinners" and "I Met Him in Paris!"

Irene Dunne
Fred MacMurray

in

"INVITATION TO HAPPINESS"

with **CHARLIE RUGGLES**
William Collier, Sr. • Billy Cook
Marion Martin

Screen Play by Claude Binyon
Produced and Directed by
Wesley Ruggles

•

Tamiroff, The Magnificent!

Here is the first chance he has had to go to town as he does in this great impersonation of a dictator. This picture has a locale that hasn't been done in pictures in a long time—Central America. A fast-moving, Richard Harding Davis type of picture.

Paramount presents

"The MAGNIFICENT FRAUD"

with **AKIM TAMIROFF**
LLOYD NOLAN • MARY BOLAND
PATRICIA MORISON
GEORGE ZUCCO

Screen Play by Gilbert Gabriel and Walter Ferris
Adapted from a Story by Charles G. Booth
Directed by ROBERT FLOREY



Bob Burn's Best!

Fits him like a glove, tailor-made by the great Irvin Cobb. Dramatic story of strife and struggle between left and right wingers, with Bob stopping the fight and showing them the way to go home. A picture with great force—just the kind to keep those home fires burning

Bob Burns

in

"OUR LEADING CITIZEN"

Directed by
AL SANTELL

They'll Dance in the Aisles!

The "Thanks for the Memory" duo are hotter than ever, Bob rapidly becoming radio's No. 1 comedian and Shirley fresh from a series of personal appearances. Krupa and his band now packing in the nation's youth on his coast-to-coast tour. Two terrific tunes, "The Lady's in Love with You" and "Some Like It Hot".

BOB HOPE · SHIRLEY ROSS
GENE KRUPA and His Orchestra

in

"SOME LIKE IT HOT"

with
Una Merkel · Rufe Davis

Screen Play by Lewis R. Foster and Wilkie C. Mahoney
Based on a Play by Ben Hecht and Gene Fowler

Directed by GEORGE ARCHAINBAUD

Bing's Best!

Thrilling, true-to-life story of Broadway's greatest character—the Star Maker—who wrote hit songs, turned kids into top stars. An "Alexander's Ragtime Band" type of picture with an appeal to youth—with new songs and old faces and old songs and new faces. Bing introduces Linda Ware, beautiful girl with a voice that will leave you breathless.

Bing Crosby

in

"THE STAR MAKER"

with **Louise Campbell · Linda Ware**
Ned Sparks

A Charles R. Rogers Production

Directed by **Roy Del Ruth**

Timely War Drama!

The "Grand Hotel" of the front lines. Introduces the most publicized newcomer to the films in years, Isa Miranda, with more than a million lines in stories and photographs. Gets extra punch from fact: A dramatic story of Carpatho-Ukraine, released right at the time Nazi operations make that territory front page news.

Isa Miranda and Ray Milland

in

"HOTEL IMPERIAL"

with **Reginald Owen · Gene Lockhart · J. Carrol Naish**
Curt Bois and Don Cossack Chorus

Screen Play by Gilbert Gabriel and Robert Thoeren · Based on a Play by Lajos Biro

Directed by ROBERT FLOREY

A Belly-Laugh Panic!

The punch laugh hit of the Spring season. "Chalk up another hit for Martha Raye and Bob Hope", says Jimmie Fidler. "Sure fire for laughs", says M. P. Daily. "A procession of hilarious gags", says Film Daily.

MARTHA RAYE · BOB HOPE

in

"NEVER SAY DIE"

with **Andy Devine · Alan Mowbray · Gale Sondergaard**
Ernest Cossart

Screen Play by Don Hartman, Frank Butler and Preston Sturges
Based on a Play by William H. Post

Directed by ELLIOTT NUGENT

GET ABOARD

Ride to box office success with Paramount . . .

Remember it's the last 5 months that count!

Paramount Pictures



PRINTED IN U.S.A.

The Box Office Slant

The Hardys Ride High

(Hollywood Preview)

MGM Comedy Drama 80 mins.

Antics of Mickey In Newest Hardy Film Will Keep the Family's Records Up to Par

(National Release Date, April 21)

Cast: Lewis Stone, Mickey Rooney, Cecelia Parker, Fay Holden, Ann Rutherford, Sara Haden and others. Screenplay by Agnes Christine Johnston, Kay Van Riper and William Ludwig, from characters created by Aurania Rouverol. Directed by George B. Seitz.

Plot: When Lewis Stone is visited in Carvel by a Detroit attorney who tells him he is the probable heir to two million dollars, he can hardly wait to get home to tell the family the good news. After convincing them he is not delirious, they get ready for a plane trip to Detroit to claim the legacy. Son Mickey Rooney and daughter Cecelia Parker start to go through the routines of newly rich kids, but when the Judge finds he can only prove his claim to the money by burning evidence which shows him not to be the rightful heir, he forfeits his claim and the family goes back to its regular mode of living in Carvel a bit sad but still happy in each other's usual existence.

SUMMARY: Although this latest of the Hardy series doesn't quite match its two predecessors, "Love Finds Andy" and "Hardys Out West," when and if it is judiciously cut about ten minutes to quicken its pace it will more than hold its own for the grand box office results built up by the others. As usual Mickey Rooney mugs and acts his way into the hearts of all and his scenes with Lewis Stone are getting to be looked for as the highlight of each story. The balance of the cast do their chores in fine style, the newcomers to the series as well as the old standbys Cecelia Parker, Fay Holden, Ann Rutherford and Sara Haden. George B. Seitz turns in a neat directorial stint and neither he nor the writers can rightfully be blamed for the few dragging moments in the telling of the story. For exploitation see Showmanalysis in this issue on pages 22 and 23.

OUTSTANDING: Mickey Rooney and Lewis Stone.

Catchline: "Mickey rides high, wide and not too handsome." **(FAMILY)**

"MAN OF CONQUEST"

Let this serve as a warning to save your best playing time for Republic's "Man of Conquest." Let this be your assurance, along with the sundry other highly favorable comments you've been reading in the trade and public press, that up-and-coming Republic has turned out a bang-up historical epic, replete with every entertainment essential, to place the company right among the leaders.

Producer Sol Siegel has done an outstanding job. He has had the initiative and courage to make what might otherwise have been only a fair program offering into a superlative production of which any major studio might well be proud. He has endowed it with rich, glowing production values. In "Man of Conquest" the company has given you something big — something memorable — a spectacle that perhaps more than any other film released this year emphasizes, by means of the story of Sam Houston, our crusade for American democracy.

Don't regard "Man of Conquest" as just another picture from an independent company. It's more than that. It's one of the outstanding contributions of the motion picture industry to the cause of bigger and better entertainment.

We congratulate Republic and Sol Siegel.

—"Chick"

Legion of Decency Ratings:

(For Week Ending April 22)

SUITABLE FOR GENERAL PATRONAGE

Frontier Pony Express
Kid From Texas — Zenobia

SUITABLE FOR ADULTS ONLY

First Offender	Hotel Imperial
Inspector Hornleigh	Man of Conquest
Sweepstake Winner	Lady's from Kentucky

Stolen Life

(London Premiere)

Para. Drama 93 mins.

Fine Emotional Drama Has Strong Appeal To the Women; Could Stand Some Cutting

(National Release Date, May 26)

Cast: Elisabeth Bergner, Michael Redgrave, Wilfrid Lawson, Richard Ainley, Clement McCallin and others. Adapted from K. J. Benes' novel by Margaret Kennedy. Directed and produced by Paul Czinner.

Plot: Twins, one reserved, the other an adventuress, fall in love with Redgrave, an explorer. He marries the latter and the other is heartbroken. While he is on an expedition, the girls go sailing and the boat upsets. The married one is drowned and, in trying to save her, the other gets hold of her ring. In the hospital, she is regarded as Redgrave's wife and believing that here is a way of getting the man she loves, she does not deny it. The deception is not so easy. Unknown to her, her sister had a lover and there was to be a divorce. Later she confesses and everything ends happily as Redgrave realizes that he should have married her in the first place.

SUMMARY: Taking some time to get going and, like most British films, in dire need of cutting, it is a fine emotional drama with a strong appeal to women. The story might well have been objectionable, but it has been so delicately handled that nobody wil be offended. Elisabeth Bergner, playing the dual roles of the twins, is superb. One second gay, the next tragic, she can express more in a mere flash of an eyelid than many artists can in five minutes. She plays the two parts without the aid of any special make-up, except that they part their hair on different sides, yet each girl has a distinct personality. The support is excellent but some accents will not be accepted in the U. S. Much of it was filmed in the Tyrol and Brittany. In exploitation, Margaret Kennedy's name should be an asset. Tie-up with bookstores and travel agencies. Invite all twins in the district to the first screening and get newspaper to run a photo. You should be able to place some of the fine fashion stills in local gown stores.

OUTSTANDING: Elisabeth Bergner.

Catchline: "She stole her sister's life to achieve her ambition and then learned a tragic secret." **(ADULT)**

Inspector Hornleigh

(London Trade Show)

20th-Fox. Drama 70 mins.

Lack of Names in British Detective Film Limits It To Second Half of Dual Bill

(National Release Date, April 21)

Cast: Gordon Harker, Alastair Sim, Miki Hood, Steve Geray, Gibb McLaughlin, Hugh Williams. Directed by Eugene Forde.

Plot: When it is learned that the British Chancellor of the Exchequer's briefcase, containing the nation's financial secrets, may have fallen into wrong hands, two days before the Budget, Harker is assigned to the case. During his investigation, two people, who might be connected with the possible leakage of secrets, meet untimely ends Harker has his theory and his line of inquiry leads him to an inn where he finds that McLaughlin, the porter, has "muscled in" on the crooks and gained the information which he planned to sell to city stockbrokers.

SUMMARY: This, the first of a series featuring a popular British radio detective, will not mean a great deal to American audiences owing to lack of names. However, it will serve as a useful supporting feature and lay groundwork for future investigations by "Inspector Hornleigh." Gordon Harker should enlist many followers through his performance as the erstwhile Cockney detective and is aided and abetted by that grand comedian, Alastair Sim. Since it is the forerunner of a series, it will be wise to sell it in a big way. Your audiences, once they come in, will not be disappointed. Run teasers on "Who is Hornleigh?" Invite local police to see how their British contemporaries work. Display various scientific apparatus, used in crime detection, in the lobby. Also display a briefcase in the lobby with the card "What secret did the Chancellor's bag contain?"

Catchline: "Britain's greatest modern detective makes his screen debut." **(FAMILY)**



Sock Window Display

Here's the left-corner of a double display effected through a tieup with the Capital Neckwear Co., in conjunction with the showing of Monogram's "Gangster's Boy" in Los Angeles. The display was given a prominent position in the window of the May Company, one of Los Angeles' largest department stores.

THE STANDARDS

5 *in all* SAMUEL

HOW "WUTHERING HEIGHTS" MAKES FRIENDS AND INFLUENCES PEOPLE—

by

DALE CARNEGIE

"I am going to tell you immediately what I always wish reviewers would tell me in the first paragraph. And that is whether they think the picture under consideration is worth the time and money required to see it. The answer as far as 'Wuthering Heights' is concerned is a resounding "yes", a "yes" in italics, a "yes" underscored, a "yes" with four stars after it.

It did things to me. It choked me with emotion. It was eminently satisfying."

"'WUTHERING HEIGHTS' IS ONE OF TH

"The three-way reward that a producer waits for when h
the reaction of the critics and the reaction of the public.
WUTHERING HEIGHTS." Samuel Goldwyn

OF SHOWMANSHIP

GOLDWYN *Productions*

HOW "WUTHERING HEIGHTS" MAKES FRIENDS AND INFLUENCES PEOPLE— *IN CHICAGO*

W. K. Hollander of Balaban & Katz wires: "Congratulations for a grand production. Goldwyn's WUTHERING HEIGHTS hits new high for dramatic excellence. Despite three days of April showers, week-end crowds poured into United Artists Theatre to fine gross. Nothing but raves greeted the picture from press and public alike. Many women indicated they would see it again. We're grateful to Goldwyn for another dramatic triumph."

SEASON'S DISTINGUISHED PICTURES."

(TIME MAGAZINE)

...cture is released, is the reaction of the exhibitor, ... grateful to all concerned for the reception given

Released thru
UNITED
ARTISTS

The Advertising Clinic

British Cinema Ads As Well as the Amusement Page Differ From Ours

By OLD "DOC" LAYOUT

STR's London representative, Jock MacGregor, sends us a couple of tear sheets from a copy of the *South London Press.* This newspaper, according to Jock, is one of the few British suburban or provincial weeklies which gives a real break to films.

Continuing, he cites that too many are apt to take the ads and press sheet reviews and push them in anyhow. The *Press,* however, has a large revenue from entertainment ventures and returns the compliment by devoting plenty of editorial space to the cinema.

"Though perhaps this treatment is not typical of British newspapers," Jock points out, "the advertising is representative of the whole country. Most cinemas such as the Gaumont and ABC circuits, rely on straightforward announcements. Only a few independents, such as the Paramount Astorias (this circuit includes only about 15 houses throughout the country) use blocks or mats."

Used By Big Fellows

A few cinemas like the Metropole, New Victoria and Cameo advertise in the South London Press, although it does not circulate to any great extent in the immediate vicinity of the houses. Such "poaching," it is pointed out, is worrying independents considerably.

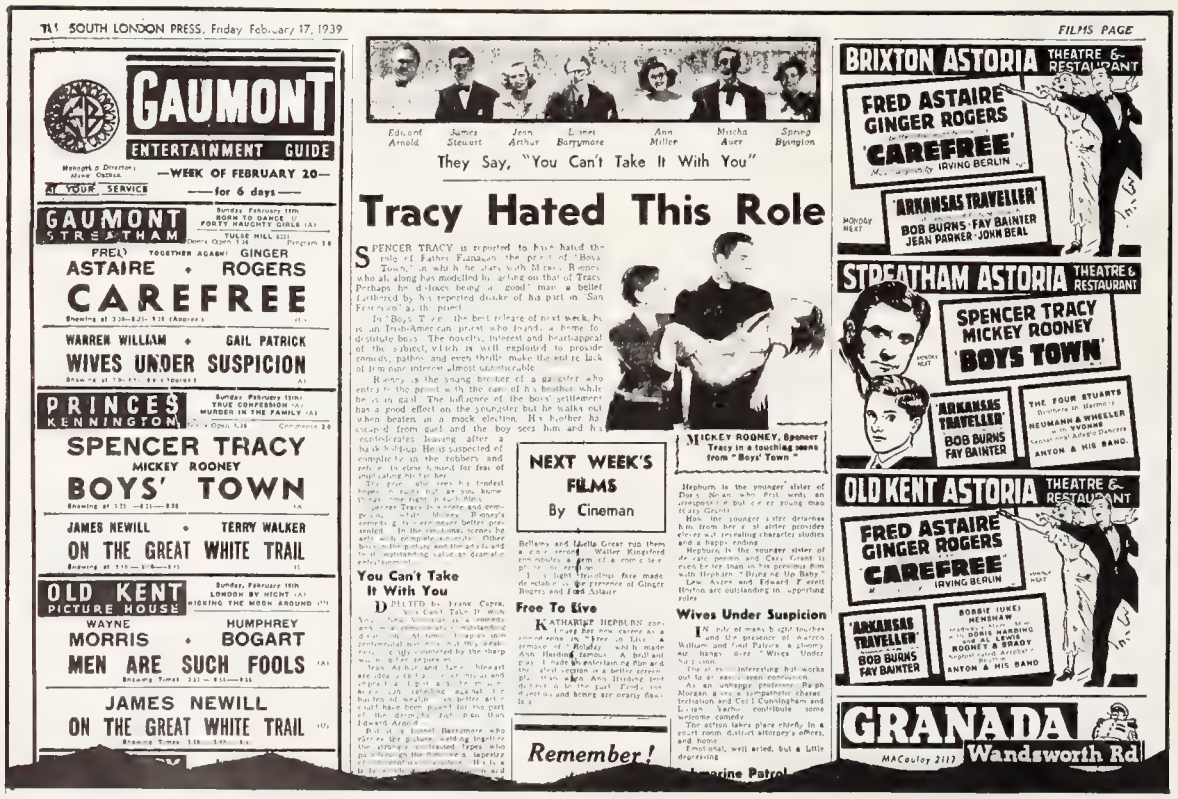
Concluding, Jock states that with one or two exceptions, such as the Cameo, the seating capacity of each of the houses advertised is well over 1,000.

Without regard to the particular circuit and independent situation in England, let's look at this thing from the standpoint of publicity received. If you are advertising regularly, it is no more than right that you should have free space concerning current and coming attractions in the editorial columns commensurate with the amount of advertising you extend to the newspaper.

This publicity should not merely consist of material clipped from the press book. If someone on the editorial staff will not do it, then you or your assistant should write the material to be submitted for publication. You must be careful, however, not to make it a "blurb." Put yourself in the place of the newspaperman and write from a strictly news viewpoint, taking care to make the material as "localized" as possible.

Where newspapers will not turn over space to motion pictures in spite of advertising, we can only say that there must be some kind of misunderstanding between the editor and the exhibitor. If yours is such a situation, go and have a personal talk with the editor. Point out to him that while such publicity is beneficial to you, it also increases reader interest for his publication. Point out that a large percentage of the readers are just as concerned about motion picture news as they are about any other phase of local, national and world events. However, don't cut your advertising to the bone and expect the paper to kick through with a lot of free space. If you expect something, you must give something in return. You can't get something for nothing.

Speaking of a difference between English and American cinemas (theatres to you), it seems strange to us that most houses, especially those owned by circuits in England, use straightforward announcements. No appeal is made to the patron. No selling angle is used. There's the name of the film and stars who appear in it in cold type. "Here's our show," the ads seems to say, "if you want to see it, that's okay with us. If not, that's still okay." Perhaps our British neighbors don't have to be wooed to attend the cinema. If the average American exhibitor relied on a mere announcement, he'd find his house practically empty. Over here, you gotta sell the folks, and sell 'em hard.



Amusement Page of a Typical British Weekly

Here's the top section of an amusement page from a London weekly newspaper. Although all the ads are, in essence, straightforward announcements, note that the GB circuit "entertainment guide" on the left consists of cold type, while the Paramount Astoria houses (independents) on the right use blocks or cuts. The news columns are devoted to the cinema.

75,000 Celebrate Dual "Oklahoma Kid" Premiere

Over 75,000 people participated in the gala celebration held recently for the dual world premieres in Oklahoma City and Tulsa of "The Oklahoma Kid", starring James Cagney.

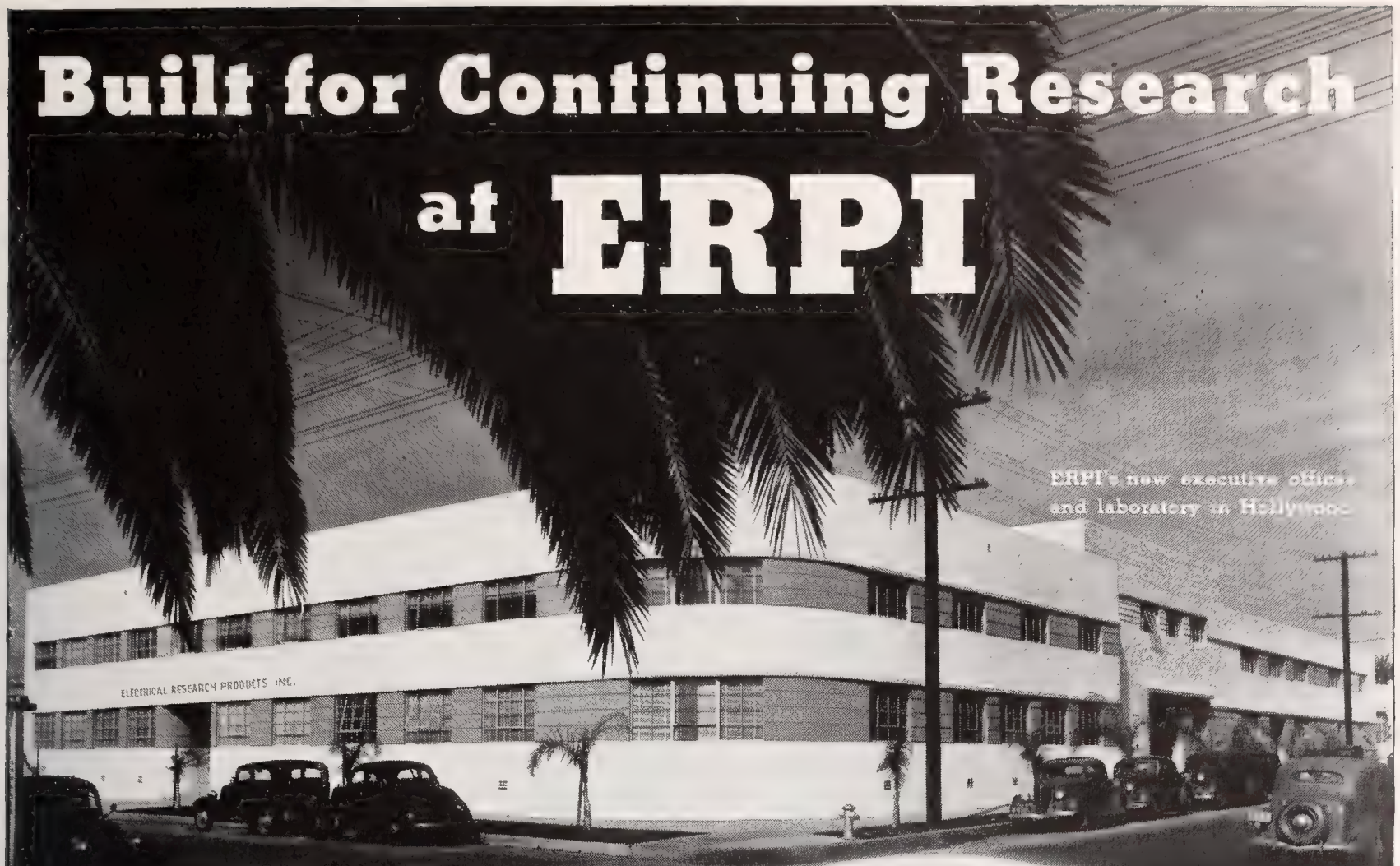
Present for the festivities were Humphrey Bogart, featured in the film, and Jane Wyman, Warner starlet. Bogart was accompanied by his wife, Mayo Methot. On Thursday, the stars were guests of Governor Leon C. Philips of Oklahoma at the Governor's Mansion, where a special screening of the picture was held. On Friday the stars were present at a noonday luncheon attended by over 1000 persons. The luncheon was held in the Chamber of Commerce building in Tulsa.

The day of the premiere had been designated "Indian Frontier Day" in Tulsa and present at the luncheon were more than 150 "bad men", police officers and marshals of the Oklahoma land rush days. Many of them traveled hundreds of miles to be present at the fete. The three stars participated in three broadcasts in Tulsa, two being local and the third heard nationally over the Mutual network. Heading the delegation of old-timers was Pawnee Bill, one-time scout, and partner of Buffalo Bill in his circus enterprises. Following the Tulsa celebration, the stars flew back to Oklahoma City to participate in that city's celebration.

Honor Guests at Barbecue

In Wiley Post Park on the banks of the Canadian River, the stars were honor guests at a barbecue arranged by Mayor J. Frank Martin of Oklahoma City. All of the 500 guests were attired in wild west costume, and following the barbecue joined a horseback parade to the Criterion Theatre where the film was to be shown for the first time. The parade line stretched a mile in length, and so great were the crowds on the town's main street, that traffic was blocked for a long while until the thousands of sightseers could be checked. During the parade, rope artists, bronco busters and six-gun experts entertained the crowd, while the Warner stars made personal appearances. On the opening morning, long lines formed at eight o'clock with the house playing to capacity throughout the day. The following day the stars visited Guthrie, historic location of the famous Oklahoma land rush of fifty years ago. Following their visit to this historic spot, the stars took part in a coast to coast broadcast over the NBC chain as guests of the 89'ers, foremost Oklahoma organization. The stars returned to Hollywood following the three-day celebration.

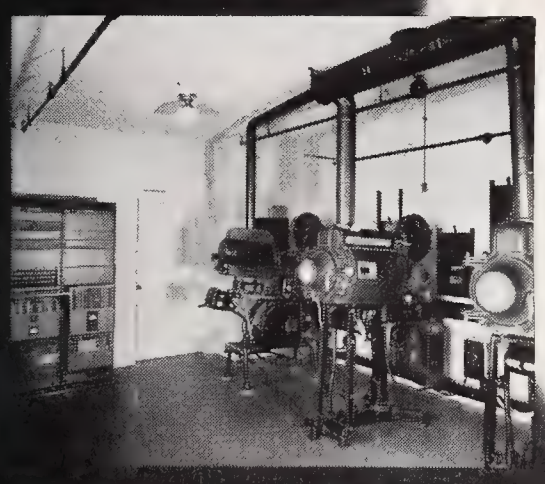
Built for Continuing Research at ERPI



ERPI's new executive offices and laboratory in Hollywood



Research workers in ERPI's Light Valve Department.



The Projection Room in ERPI's new Hollywood laboratory, where sound problems are studied daily and solved under actual working conditions.

. . . to assure ever-finer entertainment in your theatre

Since the introduction of sound in motion pictures, ERPI and Bell Telephone Laboratories — which developed the first practical apparatus—have pioneered in sound recording and reproduction research.

These developments have been made available to the industry in Western Electric Sound Systems —used by leading producers and thousands of theatres throughout the world.

In introducing sound pictures, ERPI accepted a definite responsibility to the industry. Now, ERPI reaffirms its acceptance of that responsibility.

Conscious that the future progress and prosperity of the industry depend upon continued improvement of sound pictures *through research,* ERPI—backed by Bell Telephone Laboratories—will continue to devote its efforts to meeting the problems of today and anticipating and solving those of tomorrow.

Electrical Research Products Inc.

A SUBSIDIARY OF

Western Electric

PROGRAM EXCHANGE

Easter Theme Utilized In Programs; Osterman Becomes New Exchanger

WE don't know whether Spring's really here or if it's just a false alarm. Just when we're ready to doff our red flannels, along comes a nor'easter and the temperature goes down to about ten above zero. So we're going to dress for Winter all Summer. The weather man won't catch us napping. (Ed note: No, but I have. Now get off that Spring stuff and start talking about programs—see?)

What a lot of swell programs have been coming our way! And they've been coming your way, too, if every member is exchanging as he should. Some of them had the Easter spirit. We liked the little bunnies on the cover of Harold Grott's program for the Met Theatre in Baltimore. And "Mr. Hare" found a place on the cover of the Rialto Theatre program, York, Pa. There he is in best Easter dress, speaking through the microphone a message that "Warner Bros. and the staff of the Rialto Theatre take pleasure in thanking you for your past patronage, and extend heartiest Easter Greetings." Of course, you all know that Sidney Poppay manages the Rialto.

A Calendar Program

Thanks to M. H. Alger for his program and calendar for April. He, too, used an Easter theme of lilies, together with best wishes to patrons of the Marius Theatre, Lakeview, Ore. We don't hear from you any too often, Alger, so won't you drop us a calendar more frequently? Every member should receive one and study it with a view to possibly adopting that style of program.

At last we are glad to announce that Maurice Osterman, who gets out the program for many of Shea's theatres, has become a member of the Program Exchange. If you remember, he was mentioned in these columns a few weeks ago by Bill Justice, of the Capitol and Majestic Theatres, Paragould, Ark., who declared that Osterman's "*Movie Guide* is a high-class piece of work." If you want to see his program, better put him on your mailing list right now and start sending him your own. You can't expect Maurice to send his *Movie Guide* to you if you don't exchange with him. Although we haven't received a copy of the program ourselves, we hope to very soon, and will devote some discussion to it.

Pearce Parkhurst continues with his fine tabloid, *North End Observer*, from Torrington, Conn. He also gets out a miniature program, and we note that the State holds a gala talent show every Saturday night. We'll bet every one has lots of fun. How about giving us the details, Pearce? Other showmen might want to use the same stunt.

Looks as though we gotta stop now. We're nearing the end of the space allotted us, and when that's gone, we're just out of luck. So we're going to close with this old saying: "The member who doesn't exchange receives no benefits, nor does he help his fellow members." Farewell, until half-a-fortnight from now when we'll be back again with news about programs and members.

New Members Added This Week

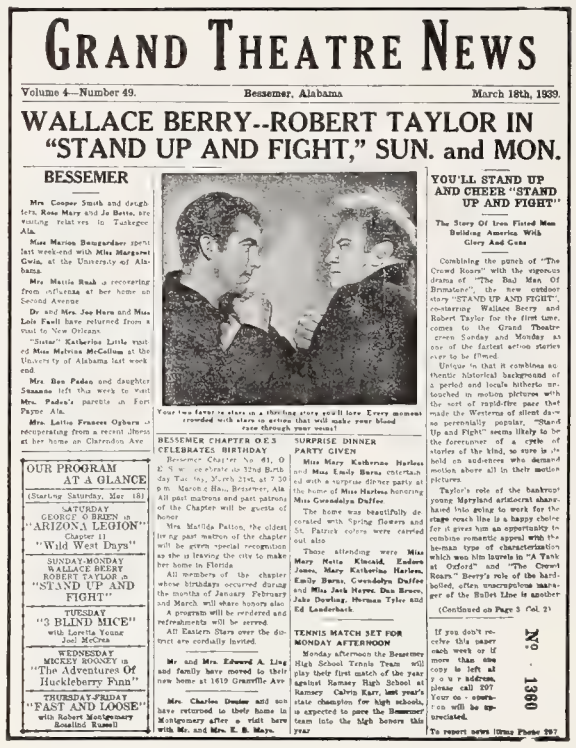
W. H. Applegate, Kingsway Theatre, Brooklyn, N. Y.
Victor Schuelke, Vista Theatre, Storm Lake, Ia.

— Your Application Blank —
Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....



GRAND THEATRE NEWS

Volume 4—Number 49. Bessemer, Alabama March 18th, 1939.

WALLACE BERRY--ROBERT TAYLOR IN "STAND UP AND FIGHT," SUN. and MON.

BESSEMER

Mrs. Cooper Smith and deigh ters, Rose Mary and Jo Betts, are visiting relatives in Tuskegee Ala.

Miss Marion Baugardner spent last week-end with Miss Margaret Gwin, at the University of Alabama.

Mrs. Mattie Rush is recovering from influenza at her home on Second Avenue.

Dr. and Mrs. Joe Horn and Miss Lois Favil have returned from a visit to New Orleans.

"Sister" Katherine Little visited Miss Mabrice McCollum at the University of Alabama last week end.

Mrs. Ben Peden and daughter Susanne left this week to visit Mrs. Peden's parents in Fort Payne Ala.

Mrs. Lettie Frances Ogburn is recuperating from a recent illness at her home on Clarendon Ave.

OUR PROGRAM AT A GLANCE

(Starting Saturday, Mar. 18)

SATURDAY
GEORGE O'BRIEN in "ARIZONA LEGION"
Chapter 11
"Wild West Days"

SUNDAY-MONDAY
WALLACE BEERY
ROBERT TAYLOR in
"STAND UP AND FIGHT"

TUESDAY
"3 BLIND MICE"
with Loretta Young
Joel McCrea

WEDNESDAY
MICKEY ROONEY in
"The Adventures Of Huckleberry Finn"

THURSDAY-FRIDAY
"FAST AND LOOSE"
with Robert Montgomery
Rosalind Russell

Your two favorites in a thrilling story you'll love. Every moment crowded with stars in action that will make your blood race through your veins!

BESSEMER CHAPTER O.E.S CELEBRATES BIRTHDAY

Bessemer Chapter No. 61, O. E. S. will celebrate its 32nd Birthday Tuesday, March 21st, at 7:30 p.m. Masonic Hall, Bessemer, Ala. All past matrons and past patrons of the Chapter will be guests of honor.

Mrs. Matilda Patton, the oldest living past matron of the chapter will be given special recognition as she is leaving the city to make her home in Florida.

All members of the chapter whose birthdays occurred during the months of January February and March will share honors also.

A program will be rendered and refreshments will be served.

All Eastern Stars over the district are cordially invited.

Mr. and Mrs. Edward A. Ling and family have moved to their new home at 1619 Granville Ave.

Mrs. Charles Dresher and son have returned to their home in Montgomery after a visit here with Mr. and Mrs. E. B. Mayo.

SURPRISE DINNER PARTY GIVEN

Miss Mary Katherine Harless and Miss Emily Burns entertained with a surprise dinner party at the home of Miss Harless honoring Miss Gwendolyn Duffee.

The home was beautifully decorated with Spring flowers and St. Patrick colors were carried out also.

Those attending were Miss Mary Nelle Kincaid, Eudora Jones, Mary Katherine Harless, Emily Burns, Gwendolyn Duffee and Miss Jack Hayes, Dan Brown, Jake Dowling, Herman Tyler and Ed Landerbark.

TENNIS MATCH SET FOR MONDAY AFTERNOON

Monday afternoon the Bessemer High School Tennis Team will play their first match of the year against Ramsey High School at Ramsey. Calvin Karr, last year's state champion for high schools, is expected to pace the Bessemer team into the high honors this year.

YOU'LL STAND UP AND CHEER "STAND UP AND FIGHT"

The Story Of Iron Fisted Men Building America With Glory And Guns

Combining the punch of "The Crowd Roars" with the vigorous drama of "The Bad Man Of Brimstone", the new outdoor story "STAND UP AND FIGHT", co-starring Wallace Berry and Robert Taylor for the first time, comes to the Grand Theatre-green Sunday and Monday as one of the fastest action stories ever to be filmed.

Unique in that it combines authentic historical background of a period and locale hitherto untouched in motion pictures with the sort of rapid-fire pace that made the Westerns of silent days so perennially popular, "Stand Up and Fight" seems likely to be the forerunner of a cycle of stories of the kind, so sure is it to hold an audience who demand motion above all in their motion pictures.

Taylor's role of the bankrupt young Maryland aristocrat shanghaied into going to work for the stage coach line is a happy choice for it gives him an opportunity to combine romantic appeal with the human type of characterization which won him laurels in "A Yank at Oxford" and "The Crowd Roars." Beery's role of the hard-boiled, often unscrupulous manager of the Bullet Line is another

(Continued on Page 3 Col. 2)

If you don't receive this paper each week or if more than one copy to left at your address, please call 197. Your co-operation will be appreciated.

No. 1360

To report news 12thru Phone 197

Another Fine Tabloid Program

Speaking of tabloid programs, here's the front page of the paper put out by Mack Lewis, manager of the Grand Theatre, Bessemer, Ala. Maybe you can't read the type, but you can get an idea of the balance in headlines, art and makeup. Have you ever issued this type program? Better consider it.

Bookmarks Issued in Memphis On "Confessions of a Nazi Spy"

Thousands of bookmarks were distributed by Howard Waugh, manager of the Warner Theatre, Memphis, Tenn., to libraries and public schools announcing the showing of "Confessions of a Nazi Spy" at his house.

The bookmarks, printed in red and blue, urged readers to read Leon G. Turrou's book on Nazi Spies as well as other volumes on similar subjects. They attracted much attention, and were distributed early to tie in with the current interest in the European situation.

"Flying Irishman" School Guide

A school and club discussion leaflet has been made available to theatres for "The Flying Irishman" promotion. It has been written and published by Harold Turney, chairman of the Department of Drama, Los Angeles City College. Turney has found that there is much school interest in Doug Corrigan's picture as a documentary record

Showmen's Parade

WALTER MEIER of the Kirkwood Theatre, Atlanta, has been made manager of the Cameo. HORACE DENNING replaced him at the Kirkwood.

E. E. WHITAKER, district manager of Lucas and Jenkins Theatres in Atlanta is temporarily managing the Paramount in addition to his other duties. TOMMY READ, who had been handling the house, has been transferred to the Fox where he replaces HUDSON EDWARDS, who has gone to Savannah as district manager. EDWARDS took the place of ROBY ROBINSON, who resigned.

HENRY MILLER, Jr. has been appointed resident manager of the Harris-Strand, Youngstown, O., replacing HARRY SEGAL, who takes MILLER'S post as manager of the Family Theatre, Pittsburgh. SEGAL had been in temporary charge of the Youngstown house since the death of WILLIAM MURRAY.

Ritz Theatre Employees Publish Own Newspaper

Up at the Ritz Theatre in Albany, N. Y., the house staff has its own newspaper, the first of its kind ever to be printed in Albany, it is said. The paper is a mimeographed sheet issued under the heading, *Ritz Talks*. The staff acts as the editorial department and contributes much of the material which goes into each issue.

Besides containing helpful and valuable editorials each week, the paper also features little personal quips. Here are examples:

"Marie Bartley, cashier, was welcomed back to the theatre after a long absence.

"Edgar Perretz is still on the sick list. Why not phone him up a cheery word?"

Another item informs employees that "every week we will print titles of pictures coming to the Ritz. Make a note of them and talk about them to your friends. At the street corners, bridge games, schools—anywhere, but let it be known that the best of entertainment may be had always at the Ritz. So remember, talk Ritz."

We noticed the inauguration of a contest in the second issue. Each week an usher will be judged on one of five points—courtesy, neatness, cheerfulness, alertness, helpfulness. Since the usher won't know on which point he is being judged, it's safe to assume he'll be careful on all of them. Here's an idea other theatres should use.

All in all, *Ritz Talks* is a newsy little sheet. It helps to keep the employees closer together, makes them strive to make the house for which they work the leader in its particular locality, injects that feeling of "one big family" into the hearts of every one of them. It's a cinch, too, that although the paper is intended only for theatre employees, copies are bound to reach the public, and this will result in a stronger relationship between the people and the theatre.

The cost of putting out a paper of this kind should be negligible. And your house staff will have a lot of fun contributing to it. Ideas that might otherwise have never come to light will probably be forthcoming soon after you have established the paper. In all probability you are putting out a regular house program every week. Then why not put out a paper designed especially for your own employees? Much good can come of it at little or no cost.

Selling the Picture

FOR BETTER SHOW SELLING
Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Broadway Serenade	April 1
Christmas Carol	Dec. 10
Cowboy and the Lady	Dec. 3
Dark Victory	This Issue
Duke of West Point	Dec. 31
Flying Irishman	March 11
Gunga Din	Jan. 28
Hardys Ride High	This Issue
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Idiot's Delight	Jan. 21
Jesse James	Jan. 21
Kentucky	Dec. 31
King of the Turf	Feb. 25
Little Princess	Mar. 4
Made For Each Other	Feb. 18
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	Mar. 18
Stand Up and Fight	Jan. 7
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Sweethearts	Dec. 24
Tail Spin	Feb. 4
Thanks for Everything	Dec. 17
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Topper Takes a Trip	Jan. 14
Up the River	Dec. 3
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Zenobia	Mar. 18

Money Dates

MAY

21st

FOREIGN TRADE WEEK. Sponsored by the U. S. Department of Commerce, Washington, D. C. This is a good time to tie up with stores selling products made in foreign countries with which we have trade agreements. It is also a good time to play travel shorts. Through the cooperation of the schools get a huge map of the world in the lobby and when you play a travelogue put its name on a paper ribbon leading to that place on the map. These ribbons can extend to a table on which you display the imports of various local merchants.

LINDBERGH FLEW TO PARIS, 1927. Good time to play aviation pictures and tie them up to the great flight made by Lindy.

22nd

NATIONAL COTTON WEEK. Sponsored by the Cotton Textile Institute, 320 Broadway, New York City. Tie up with local merchants selling cotton goods.

NATIONAL MARITIME DAY. Sponsored by the National Maritime League, 11 Broadway, New York City. Play short subjects showing the merchant marine. There are plenty of them available.

23rd

SOUTH CAROLINA JOINED THE UNION. The day should be observed in that state with all the usual celebration, flags flying, etc.

BUDDY POPPY WEEK begins. Cooperate with the American Legion in its annual drive.

24th

EMPIRE DAY IN CANADA. Since the King and Queen will be there, this should be a gala celebration. The flags should fly all over the Dominion.

TELEGRAPH FIRST USED, 1844. Good time to tie up with Western Union or Postal to send telegrams from Hollywood. Perhaps you can make up a jumbo tieing in with the occasion and fitting in with your picture.

Make Mother's Day An Occasion For Special Promotional Activity

Take Care in Planning Your Program; Arrange Tieups With Merchants

THE one day of the year in which Mother is honored by her sons and daughters comes this year on Sunday, May 14. Just prior to this date, as in the past, merchants in all lines of business will make their goodwill annual gesture toward Mother.

It would be difficult indeed to believe that some theatres permit Mother's Day to pass as though it was just another day in the calendar year. Yet, we must admit it's true in a few instances. Fortunately, however, the great majority of exhibitors know that exploitation activity for this day is just as important and vital to their business as to the merchants. After all, in a sense, you, too, are a merchant. Your job is to sell entertainment. If the stores capitalize on Mother's Day, then why shouldn't you? Over half of your audience is composed of women. Don't forget that.

Select Program Carefully

Too much emphasis can never be placed on the admonition that you arrange your program with care for May 14. Nobody has said that you must book sweet, sticky, sentimental films. Mother has marched right along with the times, and while she might rebel at having to sit through a risque film, she nevertheless is liberal in her views. And risque films, by the way, are exceedingly few and far between. You'll find that current releases are clean, wholesome diverting entertainment that appeal to the entire family. Therefore, it's going to be a pleasure to book a film that sons and daughters will be glad to take their mothers to see. Be wise in your selection of short subjects.

Perhaps one of the most important and significant tieups on Mother's Day, and one that never grows old, is to arrange with your local florist to give a carnation to every mother attending your show. You can place a display of flowers and a credit card in the lobby in return for the florist's cooperative newspaper ad and window display. You'll announce the giveaway in your Mother's Day trailer and also in your regular ads.

Admit Mothers Free

Whether that theatre will do so or not this year we are not certain, but it has always been the custom of the Lyric in Indianapolis to admit mothers as their guest every year. Of course, there are conditions, such as specifying a particular time such as 2:00 to 3:00 p. m.; admitting those mothers who are accompanied by their sons or daughters; or specifying that mothers above or below a certain age will be admitted. Generally, mothers over 50 or 60 years of age are the guests of the theatre.

Women's specialty shops should be contacted by you for cooperation. Get them to display cards in their windows about the program you've arranged for Mother's Day, plus the admonition not to forget a gift for Mother. These merchants will, of course, display merchandise especially appropriate as gifts for other members of the family to give their "best friend".

Street cars, bus lines and taxicab companies might be approached for the purpose of urging them to furnish free transportation to mothers desirous of attending your Mother's Day performances. This fact can be advertised in your lobby and on the screen, and on these public conveyances. All mother has to do is show a special ticket, which you have provided her in advance, and the bus, street car or taxi brings her to her destination—your theatre. Or you can print a coupon in the paper, which must be presented to the drivers.

A Treat For Mother

For goodwill and increased patronage, we think the gesture of taking mother on a tour of the city or surrounding countryside is an excellent one. Probably she has been so busy taking care of her family that she hasn't had the chance to get out. Get an automotive dealer to furnish cars for the tours, which should begin at your theatre as the mothers are leaving. You needn't make it compulsory that in order to go on the tour mothers must first attend your performance, but it stands to reason that if your theatre is the starting point they'll be almost certain to attend.

See that your house staff is on its toes at all times to make sure that the mothers are made comfortable. Make Mother's Day a day that they'll remember for years to come as the one day when they can come to your theatre and know they will see an outstanding program as well as being treated courteously and made comfortable.

And make it a point that mothers learn that at all other times of the year, just as on Mother's Day, they'll always find the same high quality of entertainment, the same courteous service as they've experienced on this Day.

Depinet Invites Exhibitors to RKO Headquarters in N. Y.

One of the best expressions of goodwill between a major company and exhibitors is contained in the letter sent by RKO-Radio's Ned Depinet to exhibitors all over the United States extending an invitation to make the Exhibitor's Information and Lounge Room on the 7th floor of the RKO Building their headquarters during their visit to the New York World's Fair. Advice is also given on hotel accommodations, and a Visitor's Map and Hotel Directory of New York is enclosed with the letter.

Mr. Depinet's invitation concludes with the hope that "while you are here, it will be possible for you to meet our president, Mr. George Schaefer, our sales manager, Mr. Jules Levy, and for me, personally, to greet you. We all join in extending this cordial invitation to make RKO your New York headquarters."

That's an appreciable gesture, and one for which thousands of exhibitors will commend RKO-Radio.

The Hardys Ride High

Sixth Successive Screen Success In Hardy Series Your Cue For Extra Promotional Effort



Andy's having girl trouble again, as you can see. Make this still work for you in a contest to select the local ideal glamor girl for the irrepressible son of the Hardys. Let male students be judges.

An STB Showmanalysis (REG. U. S. PAT. OFF.)

IN spite of all the glittering, glorious, glamorous, gigantic spectacles that come your way, it is still heartening to know that you are about to play the latest in the Hardy Family series. The adventures of this famous American group of characters become better with each new release. This time "The Hardys Ride High", and you might as well ride along with them.

Since, in all probability, you've given former releases in this series the benefits of big exploitation campaigns, it's a certainty you're not going to let up now. If, on the other hand, you've just been dating them and playing them with the explanation that "they'll take care of themselves," we'd advise you to change your tactics now. Of course, they *will* do good business with little or no help from an exploitation standpoint, because they're "naturals"; but at the same time, the way that old box office responds to extra money, more than you might ordinarily realize, is something else to consider. In other words, if it will do good business in the first place, it will do even better with the assistance of a well-planned exploitation campaign.

Practically the same characters are in "The Hardys Ride High" that have been seen in the former adventures. Indeed, were it not for the adolescent "trials" and "tribulations" of young Mickey Rooney, the family would have little to worry about. But it is Mickey, as the irrepressible Andy Hardy, that has Papa Lewis Stone and Mother Fay Holden, not to mention his sister, Cecilia Parker, and Aunt Milly, (Sara Haden) going around and around. And, of course, there's Mickey's "love life," (already invaded by Ann Rutherford) into which comes Virginia Grey and possibly others. This time, Aunt Milly goes in for romance, too.

As you can undoubtedly tell from the title, the Hardys inherit a legacy, and they really "go to town" as millionaires. But enough of that. We have made mention of the fact because it will come up occasionally in this Showmanalysis as the basis for an exploitation stunt or two.

In nearly all the ads, you'll note that Mickey Rooney wears a high silk topper. There's a slug mat, No. 854-A4, which is a caricature of the same thing. It is our belief that your advance teaser campaign should utilize these illustrations along with such catchlines as "The Hardys come into money, Andy sports a topper, and that's where the fun begins." Or, "It's me, folks, Andy Hardy, that young millionaire playboy. You'll howl while me and the family ride high, wide and handsome in our greatest adventure."

For that matter, there's an abundance of small-space ads available for showmen who want to plug the picture in advance, and yet not exceed their budget. And they're effective ads, too. You can start "teasing 'em" at least a week ahead of time, and perhaps longer, if you have this wide selection of layouts on hand.

Speaking once more of Mickey in his topper reminds us that here's something for a swell advance lobby display which, when your engagement opens, can be moved out in front of the theatre. In the stills you'll find one showing Mickey doffing his hat. For example, several show him holding his topper above his head and carrying a cane with girls in front and behind him. Whether you use a still of this kind, or one of Mickey alone, makes little difference.

In any event, blow it up to life size. By means of an electric motor, your electrician can fix it so that the young "playboy" constantly tips his hat. And if you want to add still further to the display, get the 24-sheet and cut out the combined figures of the rest of the Hardy family to place in front of the cutout of Mickey. Mickey, of course, should be placed high enough so that the other figures do not cover him up. Get your electrician to make it possible for the other Hardy members to wave their hands, too. An animated display like this will be sure to attract maximum attention from your patrons.

For street ballyhoo there is nothing better, we believe, than to get a young man about the height of our impish, carefree hero, and dress him up in formal attire. Using black cloth on which white letters have been painted, and attaching them to his hat and to the

A Metro-Goldwyn-Mayer Picture. Screenplay by Agnes Christine Johnson, Kay Van Riper and William Ludwig. Directed by George B. Seitz. Musical score by David Snell.



Ads on Family Will Attract Families

What could be a bigger highlight for any Hardy Family ad campaign than the fact that Mickey Rooney is back again with "millions in his pockets and a heart full of love"? Mickey dominates the ads without entirely submerging the rest of the Hardys, thus giving these layouts the appeal that's bound to bring all the families within your territory right up to the box office.

back of his coat, you could have the young man plugging your attraction. On the back of the hat could be the copy, "See Mickey Rooney," and on the back of the coat could be "in 'The Hardys Ride High' at the Blank Theatre (date)."

Of course, if you want to go to extremes, you could place an unusually exaggerated "bow tie" on the walking ballyhoo—a "tie" so large that the title could be imprinted on it. And you could have any other copy on the front of the hat. When crowds collect, the youth could open his coat and reveal your message. The light-behind-the-shirt idea is almost as old as Methusaleh, but if you've never used it before, you can use it now. The light works by means of small batteries concealed on the person, and the pushing of a button which the youth carries, turns it on and off.

It's almost a certainty, in spite of the weather man's pranks, that Spring is now here. Women everywhere are deeply interested in Spring Styles. Well, you can concentrate heavily on that angle with the new Hardy film. Your exchange has stills of Ann Rutherford in Springtime fashions and sports and play apparel. Besides making layouts and planting them on the women's pages of local newspapers, you can make individual tieups with different stores—one on styles for the school and college miss, and one on styles for sports apparel. Or you can make the tieup with one department store.



Poster Sure to Draw 'Em In

One can easily tell by this six-sheet that the Hardys certainly are riding high. Used as it is, or converted into an attractive display for your lobby or an empty window, here's an accessory that's bound to get 'em in that "Let's go see it" mood.

Good Contest for Readers

On the legacy angle, you might run a contest in the newspaper or in your program whereby readers are to tell what they would do if they were suddenly bequeathed a huge fortune. Naturally, the question is as old as the hills, but it fits in particularly well here and the answers you get should be amusing. As a matter of fact, the stipulation could be made that replies must be on the humorous side. Cash and theatre tickets would be the prizes, of course.

There's another good stunt you might try with the cooperation of the newspaper and local merchants. Selecting the city's most typical family always creates interest, but this time you can make the award a full day of festivities befitting a family that "rides high." Mother, dad and the kids could be quartered in the finest hotel in the city; they could be the guests of a club at its luncheon; a tea could be given in their honor in your foyer (or a hotel dining room if you cannot accommodate a large gathering) to which leading civic figures, newspapermen, etc., would be invited; they could go on a shopping tour of cooperating stores; they could ride around in a car furnished by a cooperating automotive dealer, and they could be guests of honor at the first evening performance of "The Hardys Ride High," with all the bright lights interviews, and crowds that go with a real premiere.

True, this stunt savors strongly of the "queen" or "king for a day" idea, but there is a good possibility that none of you have ever used it before. And since the Hardy family become millionaires for a day in their latest picture, why not take advantage of it? Of course, the "typical family" you select should be one of moderate, or perhaps of a little less than moderate means.

Here's another idea for a lobby or window display in which the theme of the picture is imparted by using large cutout $-marks. In your theatre, for instance, you could place these cut-out $-marks at various points in the lounge, foyer, rest rooms, etc. They could be covered with stills from the film.

In practically every Hardy adventure Andy and his dad get together for a "man-to-man-talk." A mat is available from your exchange which shows them during their conversation. You could use this in a contest wherein your patrons or readers of the newspaper are to write their own "man-to-man" talks. Let them write what they think a father would say during one of these meetings between parent and son.

Although it's a long way off until Father's Day (the observance this year is on June 18) there's still a possibility that some of you may not play the picture until about a month beforehand. Since merchants may be advertising the event at about the same time, you should be able to get cooperation from them. Stills of the family could accentuate windows of gift suggestions for Father from Mother, Dad, Sister and Son.

If there's an American Airlines office near you, it should be an easy matter to get them to go along with you on plugging "The Hardys Ride High." Three stills showing the Hardys on an air jaunt can be used in the displays. And even though an American Airlines office may not be in the immediate vicinity, there's usually a travel bureau.

Mickey meets his first glamor girl, played by Virginia Grey. That's one of the hilarious situations in the latest of the series. How would the young men in your town entertain such a girl? Let them answer the question in two ways (1) if they had $2,000,000 and (2) if they had $2. For the best letter on both ways, offer cash prizes and guest tickets. It occurs to us that winner of the first prize might be your guest and the guest of a local night club. A men's clothing shop might offer him correct evening clothes, while a woman's shop could furnish the attire for the lucky girl he chooses to escort. No married men, of course, could or would enter the contest; but just to make sure, you'd better put that condition in the rules.

Strong Appeal for Students

The Hardy pictures always appeal to students. Get the boys and girls interested, and they'll bring their parents along. Through the school publication, a contest might be conducted to see which boy student is most like Mickey Rooney. If any of the students have jaloppies, and you may be sure they do, a pass or two will suffice to get them to let you put your announcement of "The Hardys Ride High" on their autos. Try to get the superintendent's or principal's permission to place an announcement on the bulletin board.

Last-line jingles are always popular. If you used the idea on a former Hardy picture, you know it got results. So try it again. This time the jingle could run like this: "A young playboy, that's what I am."—It's Andy Hardy speaking—I make the rounds—Get out of bounds—. Here is where the contestant furnishes the last line. It must, naturally, rhyme with "speaking."

MGM has prepared a die-cut hanger of the caricature of Mickey and his topper. You should order a large quantity of them. Besides hanging them under the marquee, and inside the theatre, you can get merchants to hang them on their lighting fixtures—not every merchant, but a lot of them. Wherever there's a place to suspend one of these hangers, you know what to do.

The posters are easily adaptable to cutouts. On your marquee, the important elements of the 24-sheet would attract attention. And don't forget the display idea we mentioned at the beginning of this Showmanalysis concerning Mickey and his topper.

We hardly think it necessary to urge you to go the limit in selling "The Hardys Ride High." We're sure you will. And we're equally sure of the fact that you'll experience even better business on this than on any of the other adventures in the series.



Ride High With Tieups

Tieups to the left of you. Tieups to the right of you. Tieups all around you. Few films have had as many as "The Hardys Ride High." Herewith we've assembled just a few of the myriad tie-up stills. You can get cooperation from music stores, bicycle shops, specialty shops, soda shops, the telephone company, typewriter stores, men's stores and women's dress shops, not to mention cooperation from your local agency of the American Airlines. Get the full set of exploitation stills and "go to town." Any store you fail to get will surely be closed for repairs or has ceased to operate.



CLASS must be the keynote of your campaign on "Dark Victory." With a picture starring Bette Davis, who has won two Academy Awards as the best actress of the year and a story which definitely spells class, your campaign must be dignified, yet nevertheless intense.

You may have noticed already that Warner Bros. has taken an immense amount of space in the national magazines and in newspapers to plug the picture and that the keynote of all this advertising is class, too Bette Davis, of course, dominates the proceedings. She has definitely established herself as a dramatic actress and one who is sure to give a stirring characterization in whatever role she undertakes. Therefore, selling Bette Davis in "Dark Victory" sells





Class Should Be Keynote Of Your Entire Campaign

the public on exactly the type of picture it is.

If we were going to play this picture, our first step would be to take advantage of the many advertising and publicity breaks the picture has received. After all Warner Bros. has not spent its money just to see Bette Davis' name in print and her picture in many different poses. This advertising was paid for and efforts were made to get publicity to help you, the showman. So contact the local distributors of the magazines which carried this advertising and make sure that your potential patrons see them. Insert heralds in them with your playdates and see that the newsstands have cards tacked on them telling buyers of the magazines when the picture is going to play.

Recently, an 11 chapter serial ran in the *Boston American* on the life of Bette Davis. This same serial, written by George W. Clarke, one of the paper's leading feature writers, is now available to you exactly as it first appeared. Take it to your newspaper for republication in your city.

Perfect Lobby Displays

These 30 and 40 inch lobby displays shown below and to the left are excellent lobby display material. Put them in your lobby some time in advance, changing the copy as your playdate draws nearer.



24-Sheet That Sells

The one thing that hits you right in the eye when you see this poster is its simplicity and dignity. The lack of copy, anomalous as it may sound, actually sells the picture better than anything else could. After all, when a poster gives the name of a star and the name of a picture what more need be said? In this case much that is left unsaid is told by the "Oscar" in the lower left hand corner.

It is chockful of interest for every reader.

Among the interesting features of Warner Bros. giant press book on "Dark Victory" is a series of short paragraphs about the picture. These can be used either as an entire guest column in a newspaper, or separately as fillers for a regular movie column. They are also especially adaptable for use in your programs.

Bette Davis Fashions

The fashion editor of your newspaper should be interested in the coming of "Dark Victory." Bette Davis, as we mentioned before, was recently voted one of the world's 12 best-dressed women. The results were announced by Emil Hartman, director of the Fashion Academy at Rockefeller Centre, New York. There are some excellent fashion stills which you can give the fashion editor for publication. This sort of tieup is often easier than just crashing into the run of the paper, for department editors are looking for this sort of thing more than city editors are. They"ll recognize its value to them as well as to you.

The personal appeal angle is not always a good one but in this case it is especially recommended. Reviewers who have already seen the picture are enthusiastic about it. It's a picture on which opinion will be unanimous as to its excellence. Therefore, you are justified in personally appealing to your patrons to see it. One of the best methods of doing this is by a personal letter. This letter must be way out of the ordinary. Make it dignified and to the point. You can point to other notable success in the past and particularly mention those which you recommended in this way. If your business on them was good and you know that patron reaction was good, this

An STB Showmanalysis
(REG. U. S. PAT. OFF.)

is especially recommended for it reminds the recipients that they may have faith in your recommendations. Send these letters out apart from your regular program. It would be best to send them in plain envelopes or on your regular stationery so that those receiving it will be sure to read it.

For a sure-fire interest-getting contest, we've seldom seen one to beat the five day photo contest suggested by Warner Bros. The running comment beneath involves titles of practically every picture in which Bette Davis ever appeared. It's a contest that sells Bette Davis as strongly as anything we can think of and that's the main object of your campaign after all. For prizes you can award either cash or guest tickets. There won't be many winners unless you adopt the idea of publishing the names of the pictures along with the contest each day and then the contestants merely have to pick up the right titles to fill in.

Local Award Winners

Have you any Little Theatre Groups, Community Playhouses or other organizations which may sprout some amateur Thespians in your town? Very well, then, run a contest either with or without newspaper cooperation in which a local actress is chosen as the best in town. A committee of prominent judges can be selected and the winner will receive a congratulatory telegram from Bette Davis, winner of the Academy Award for 1938 and the star of "Dark Victory," which makes her a leading contender for the 1939 award..

Here's a wonderful idea for getting across Bette's fine performance in "Dark Victory." Use a still of her in a dramatic pose and reduce it to about one third of postal card size. Fill up the remainder of one side of the postal card with copy about her and the picture. You can mail them to lists of people obtained from local women's clubs membership lists and similar organizations' rosters. They are inexpensive to make up and cost but one cent each to mail.



Use These Posters

The 6 sheet, directly above, and the 3 sheet, at the right, again emphasize the simplicity of the posters. Bette Davis is what you have to sell and her fine acting makes the picture.

These same cards can be used as comment cards for filling out in the lobby by outgoing patrons. Since the picture is sure to excite plenty of comment you can ask those who are especially enthused over the picture to write their thoughts on these cards. Those who attend the opening day should be especially encouraged to do this so that you will have a fine second or third day story for the newspaper. In case you hold over, you can quote some of them in your announcement.

Here are some of the women's angles on this picture. Bette Davis has medium skin with blonde hair while Geraldine Fitzgerald, the other leading feminine player in "Dark Victory", has fair skin with dark hair. Why not publish their suggestions on makeup for the women of your town. These suggestions will apply to practically every woman in town with the exception of the redheads and a few others with special problems. The day after the Davis and Fitzgerald beauty hints are published, you can have them or better still Perc Westmore, the Warner makeup expert give his advice on makeup for the other types.

One of the best tieups we've seen for a picture is that made by Warner Bros. with Robert W. Irwin Co., furniture manufacturers. This company makes the Pendleton furniture line. In a large number of cities the company's dealers will give away three suites of furniture, exact duplicates of that used in the picture. This furniture will be given away at drawings held in the theatres which show "Dark Victory". The tieup does not include New York or Chicago, etc. but includes many smaller cities, so make sure right away that your town is included in the extensive list. There is a special free trailer to all theatres tieing in with this promotion, newspaper ads from local dealers, advertising accessories supplied to stores and theatres for windows and lobbies, and a folder showing scenes from the picture and illustrations of the furniture.

For lobby display there are some highly effective 30 and 40 inch photo enlargements illustrated on the opposite page. These spell class in every way and make excellent lobby-displays. The growing popularity of Bette Davis suggests also the use of 11 by 14 fan photos done in color. These will be eagerly sought by the many admirers of this actress, both men and women.

You have here a picture which, if properly sold, will do much to enhance the already great popularity of Bette Davis and at the same time provide you with the type of picture known as "prestige." But again, if it is properly sold, it will do more than most prestige pictures. This one can really set the whole town talking and thereby give your cashier, ushers and doorman plenty to do during its engagement. Keep your campaign dignified but don't lose sight of the selling angles. It's your merchandise, Mr. Showman, now SELL IT!

A Warner Bros. Picture. Screenplay by Casey Robinson from the play by George Emerson Brewer, Jr. and Bertram Bloch. Music by Max Steiner. Directed by Edmund Goulding.



Ads to Sell Romance

Just in case your situation doesn't lend itself to the "Class" ads, here you have a sample of a series prepared for those theatres which want to play up the romance in the picture. It's there and these ads will sell it.



Dialogue Ads

There is an entire series of dialogue ads. They give an idea of the tremendous emotional appeal in the picture. The one shown above is just one of the series. Note what a poignant message it conveys. You might use the entire series, each one in a different medium.

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

IN THE SHORT SHOPS

Columbia

The western sets on the studio's 40-acre ranch near Burbank were the background for a Community Sing filmed last week. Directed by Sam Nelson, who has made most of the Charles Starrett pictures, the Sing featured the Sons of the Pioneers in a medley of range ballads. Gene Morgan acted as m.c., and Hugh McCollum, veteran producer of Sings, supervised.

MGM

Following his successful direction of "They All Come Out", Jacques Tourneur was selected to direct the latest in John Nesbitt's popular "Passing Parade" series. The new one-reeler "Yankee Doodle Goes to Town," will be the latest of Nesbitt's socially significant shorts and concerns itself with a cavalcade of events that have strengthened Americanism for Americans since the birth of the Nation. Jack Chertok is producer with Clem Bevans in the leading role as Yankee Doodle.

Vitaphone

A one-reel musical film featuring several of the country's best known swing ensembles was completed this week. Heading the cast of entertainers in the short are Tito and His Swingtette, the Milt Herth Trio, the Adrian Rollini Trio, the Frazee Sisters, vocalists, and Charles Troy and Zoe Lynn, specialty dancers. The Herth Trio is noted for their novel musical use of the electric organ, while the Rollini Trio, consisting of strings and vibraphone, have long graced New York's most popular night spots. Lloyd French directed the short.

RKO

Dr. Allen Roy Dafoe is in New York conferring about a new Quintuplet picture. The film, as yet untitled, will mark the fifth birthday of the little girls, and will be released to theatres in June as a two-reel special. In addition to the five-star birthday celebration, the short will present the eventful life history of the famous quintet, narrated by Alexander Woollcott, raconteur extraordinary.

In a series of conferences with Frederic Ullman, Jr., vice-president, and Frank Donovan, production manager, Dr. Dafoe agreed that the cameras might be set up in the Callendar nursery as soon as the Quins had rested after their call on the British King and Queen.

Archery Short, "Bow String," Tied In With Hoogerhyde Lecture Tour

A lecture tour of schools by Russ Hoogerhyde, national archery champion, who is featured in "Bow String," an RKO Pathe Sportscope, is being tied in with theatres playing the short subject. Theatres which have booked "Bow String" have been notified of local lecture dates and are playing the subject during the week of the lecture so as to capitalize on the interest of students.

"Bow String" brings the ancient sport of archery up to date. There are said to be 500,000 archers in America today, and Hoogerhyde has been national champion five times.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning April 22)

ASTOR—Penny's Picnic (MGM) rev. 1-7-39; Nostradamus (MGM) rev. 10-15-38; Popular Science No. 2 (Para.) rev. 11-19-38.
CAPITOL—Little Gold Fish (MGM) rev. this issue; Weather Wizards (MGM) rev. this issue; While America Sleeps (MGM) rev. this issue.
CRITERION—Home Boner (RKO); Lone Ranger Rides Again No. 10 (Rep.) rev. 2-18-39.
GLOBE—Odd Sports (Col.); A Day at the Zoo (Vita.) rev. 3-18-39.
PARAMOUNT—Pictorial No. 9 (Para.); Good Skates (Para.); Popular Science No. 3 (Para); Aladdin and his Wonderful Lamp (Para.).
RADIO CITY MUSIC HALL—Donald's Lucky Day (RKO) rev. 10-22-38.
RIALTO—Mildewed Melodrama (Para.) rev. 9-24-38; Two Boys and a Dog (Para.) rev. 12-17-38.
RIVOLI—Donald's Lucky Day (RKO) rev. 10-22-38; Smooth Approach (RKO).
ROXY—G-Man Jitters (20th-Fox); Fashion Forecast for Spring and Summer (20th-Fox) rev. 4-15-39.
STRAND—Chained (Vita.) rev. 3-25-39.

CHICAGO LOOP

(Week Ending April 22)

APOLLO—It's the McCoy (Vita.); Fashion Forecast for Spring and Summer (20th-Fox) rev. 4-15-39.
CHICAGO—Chicken Jitters (Vita.) rev. 4-1-39; Circus Co-Ed (Para.) rev. 3-4-39.
GARRICK—Home Cheap Home (Vita.); Love on Tap (MGM).
ROOSEVELT—Yes, We Have No Bonanzas (Col.); Good Skates (Para.).
UNITED ARTISTS—Dave Apollon and Orchestra (Vita.) rev. 12-17-38; The Whalers (RKO) rev. 9-3-38.

Pictorial Spread on Sportscope Paves Way for Special Tieups

Frederic Ullman, Jr., producer of RKO-Pathe Sportscopes, has had several thousand reprints made of the double page spread in the March issue of *Field and Stream* which he is sending to exhibitors and bookers throughout the United States. The pages are devoted to scenes from "On the Wing," which were taken by the magazine's staff photographer during filming of the subject which deals with the hunting of wild geese.

A note on the front of the reprint advises exhibitors that "you can tie up with sportsmen and sports clubs by dating and publicizing 'On the Wing'."

May we add that you can also contact your newsstand dealer for permission to place announcement inserts in each copy of *Field and Stream?* And that dealers in sporting goods will surely cooperate with you on a special window display?

Here Are Practical Suggestions For Selling "The Practical Pig"

Walt Disney's new Silly Symphony in Technicolor, "The Practical Pig," deserves practical showmanship. If you can get three little piglets, place them in a cage in the lobby. Fans can guess how much they weigh, or fans can select a name for each of them.

A local restaurant could feature a roast pig in its window, with a card bearing this caption: "This is what would have happened to the Three Little Pigs if the smart pig had not fooled the Big Bad Wolf in Walt Disney's 'The Practical Pig,' etc."

You have seen cartoon drawings of the rascally little porkers. You'll find such a drawing in the press sheet. Use it to aid you in designing an outfit for a man attired as a pig who carries a banner around town plugging your showing of the cartoon.

. . NEWSREEL SYNOPSES . .

(Released Saturday, April 22)

PARAMOUNT (No. 75)—Forest fires in Wash.; Danish royalty sees Grand Canyon; Midgets held at Ellis Island; Relics unearthed in Egyptian tomb; Douglas sworn in as Justice; Bergdoll ends exile; Scenes of Albanian flight; Defense forces increased on Mediterranean; Joe Louis still champ; Tribute to inventor of baseball; Giants vs. Dodgers in N. Y.

MOVIETONE (Vol. 21, No. 64)—Ice-breaking boat in Lake Michigan; Republican warships return to Cadiz; France builds 6-ton airliner for Trans-Atlantic service; New English airplane carrier; Robot for World's Fair; Pope's Easter blessing; Summer fashions; Lew Lehr's over-sized hog, horse and turtle; Giants vs. Dodgers; Jaloppy race in Calif.; Skiing at Mt. Rainier; Marathon race in Boston (Boston only).

NEWS OF THE DAY (Vol. 10, No. 260)—Pope's Easter blessing; Cricket army on march; Robot for World's Fair; Chamberlain in limelight; Douglas sworn in as Justice; Summer fashions; Queen Mary meets boy "Raleigh"; Jaloppy race in Calif.; Skiing at Mt. Rainier; Giants vs. Dodgers; Navy's baby bombers in action.

UNIVERSAL (Vol. 11, No. 764)—6th Ave. "El" becomes memory; Pope's Easter blessing; Army maneuvers in London; New army transport sails from Brooklyn; Nanking's reformed government; Douglas sworn in as Justice; Select typical American mother at Wooster, O.; Night carnival parade at Milan, Italy; Gold plate for World's Fair; Shoe fashions; Skiing at Mt. Rainier, Wash.; Salmon fishing; Jaloppy race in Calif.; Navy junior boxing champions; Embassy Theatre in New York gets cleaning (New York only).

PATHE (Vol. 10, No. 79)—King George inspects aircraft plant; Robot for World's Fair; New autotark guns in England; Glider championships in Calif.; DeValera joins Pres. Hyde; Animals come out of hibernation in England; Salmon fishing in Oregon; Surf boat racing in Australia.

(Released Wednesday, April 19)

PARAMOUNT (No. 74)—Col. Lindbergh returns to U. S.; Re-enactment of George Washington's trip to New York at Mt. Vernon, Va.; Sculptors Guild give outdoor art show; British youngsters learn to curtsy to Queen Mother Mary; Roosevelt's note to Hitler and Mussolini; Roosevelt's Pan-American address; Fleet ordered to the Pacific; Boston Bruins defeats Toronto Maple Leafs in hockey match; Wrestlers in free-for-all in ring full of fish; Johnstown wins Paumonok Handicap.

MOVIETONE (Vol. 21, No. 63)—Roosevelt's Pan-American address; U. S. fleet ordered to the Pacific; Sunken ship is blasted off bottom; Col. Lindbergh and Countess Haugwitz-Reventlow returns to U. S.; Egyptian newlyweds depart from home in Persia; President LeBrun reelected; Fashions for men and women; Johnstown wins Paumonok Handicap; Max Baer in training; California Bears defeat Washington in rowing classic.

NEWS OF THE DAY (Vol. 10, No. 261)—Roosevelt's note to Hitler and Mussolini; Sen. Pittman voices approval; U. S. fleet ordered back to the Pacific; France re-elects President LeBrun; Col. Lindbergh and Countess Haugwitz-Reventlow returns to U. S.; Washington inaugural trip re-enacted; Derelict dynamited off Cape Henry; Wrestling in ring full of smelts (except San Francisco); Amateur sluggers battle for crowns in San Francisco (San Francisco only); Johnstown wins Paumonok Handicap.

PATHE (Vol. 10, No. 78)—Roosevelt asks for world peace; Surprise command sends fleet west; France re-elects President LeBrun; Mt. Vernon pageant recalls 1789; Prague Nazis welcome new ruler; Boston Bruins defeat Toronto Maple Leafs in hockey match; Johnstown wins Paumonok Handicap.

UNIVERSAL—Roosevelt asks for world peace; Fleet ordered back to Pacific; 40 dead in Mid-West torrado; Lindbergh here for air parley; Britain rushes air armada; Yankee Clipper ends pioneer flight; Outdoor sculpture show held in N. Y.; Wrestling in ring full of smelts; Johnstown wins Paumonok Handicap.

Short Subject Reviews

WEATHER WIZARDS

Prod. No. S-907 *Very Good*

MGM Pete Smith Specialty No. 7 9 mins.

Comment: What goes on behind the scenes of the weather bureau is told in this highly interesting Pete Smith Specialty. A case in point concerns the orchards of California, where oil stoves are kept burning while the temperature hovers in the 20's. When the supply of oil is almost gone, anything that's wood is burned to combat the cold. No word means more to the harassed fruit grower than the news that clouds are on the way, thus relieving the high barometric pressure and causing the temperature to rise again. Fred Zinneman directed.

Exploitation: Get your local paper to run a story about the functions of the weather bureau. Bring your showing of the film to the attention of junior and senior high school students. Try to get some weather instruments for display in your lobby.

THE STORY OF DR. JENNER

Prod. No. K-924 *Excellent*

MGM Passing Parade No. 4 10 mins.

Comment: Here's the interesting story of the man who combatted small pox by vaccinating a sufferer with the virus from an infected cow. His discovery was looked upon as fantastic, but he eventually proved his point. The story has been exceptionally well directed by Henry K. Dunn, and John Nesbitt's narration is tense and forceful.

Exploitation: You should get the cooperation of the local medical society to help you in putting this over. Give it extra space in your newspaper ads, and feature it in your programs and on the marquee.

THE LITTLE GOLDFISH

Prod. No. W-885 *(Tech.)* *Amusing*

MGM Cartoon No. 5 8 mins.

Comment: MGM is hitting its old stride again with this amusing cartoon, the best we've seen from that company in a long time. The little goldfish is washed out of his bowl and goes through the sewer to the ocean, where he finds more adventure than he ever dreamed of. Children and adults alike should enjoy this cartoon. It was produced by Hugh Harman and Rudolph Ising.

Exploitation: Since this is the first of a cartoon series in Technicolor, give it special mention in your ads. Individual posters and ad-set mats are available at your MGM exchange. In connection with your showing, get the Mayor to designate that week as "Be Kind to Goldfish Week."

MARINE CIRCUS

Prod. No. S-906 *(Tech.)* *Excellent*

MGM Pete Smith Specialty No. 6 9 mins.

Comment: Down in Marineland, Fla., Pete Smith goes below the surface to show us what goes on down there. It's a miniature ocean abounding in all sorts of fish. Highlight of the subject when the keeper goes down to feed the fish. With Pete's comments to furnish humor, this emerges as an excellent short reel. James A. Fitzpatrick directed.

Exploitation: For street ballyhoo, get a man to go around the streets in a diver's costume with a banner reading, "See what's in the sea—see 'Marine Circus', etc." Try to get a large portable tank stocked with different varieties of fish for display in your lobby.

SOLDIERS OF THE SEA

Prod. No. 94,608 *Interesting*

RKO-Pathe Reelisms No. 8 10 mins.

Comment: The many and varied activities of the U. S. Marine base at San Diego, Calif., are depicted in this new Reelism. From the time his uniform is furnished him until the time he becomes an efficient unit in the corps, the rookie learns a lot about proficiency with gun and bayonet, the intricate details of battleship construction and operation, etc. Scored by the United States Marine Band, this is an interesting trip behind the scenes with Uncle Sam's devildogs. James Clemenger is the commentator. The subject was produced by Frederic Ullman, Jr., and Supervised by Frank R. Donovan.

Exploitation: Give it a strong plug in your advertising. Get the local U. S. Marine recruiting office to cooperate with you.

WHILE AMERICA SLEEPS

Prod. No. P-813 *Timely*

MGM Crime Doesn't Pay No. 3 21 mins.

Comment: With nations at gun point, this subject is especially timely. It goes behind the headlines and reveals in a factual manner a story of spies in the United States and how they operate. It is grippingly told. Richard G. Purcell heads the cast, which also includes Rowland Varno, Frederick Vogeding and Egon Brecher. Fred Zinneman directed.

Exploitation: Get your newspaper editor to attend a screening, which will furnish him with plenty of material for an editorial about the spy problem. Get the various patriotic organizations to parade through the downtown streets as ballyhoo, for which in return you let them be your guests at a performance of the subject.

THE HAPPY TOTS

Prod. No. 9508 *(Tech.)* *Fair*

Col. Color Rhapsody No. 8 7 mins.

Comment: Here's an old fashioned cartoon where various figures representing children and what-not have a high old time dancing around. It's reminiscent of the early cartoons which were all dancing, all singing, etc. Seen in comparison with other cartoons of today this one can't be rated over "Fair" despite the Technicolor. Produced by Charles Mintz.

Exploitation: Give the subject a plug in your lobby, programs and newspaper advertising.

A DUCKING THEY DID GO

Prod. No. 9406 *Good Slapstick*

Col. Stooges No. 6 17 mins.

Comment: The Stooges get jobs soliciting memberships for a duck hunting club. They find that the promoters are fakers but only after they have roped in the mayor, the chief of police and others. So when they find there hasn't been a duck in those parts for years, Curly is dispatched to find some ducks. He raids a nearby farmer's yard with disastrous results. For sheer slapstick there isn't anything to beat this team. Those theatres which yearn for the good old days of slapstick will welcome this one. Directed by Del Ford.

Exploitation: Use the Stooges' names on your marquee. They'll bring in any one who likes their material. Plug them through all your advertising, using their pictures wherever possible.

BIG LEAGUERS

Prod. No. 94,309 *Good*

RKO-Pathe Sportscope No. 9 10 mins.

Comment: The Chicago Cubs go to Catalina Island to get in training for the baseball season, and thanks to the producers of this short subject, the audience goes right along with them. Batting, pitching, catching—the boys prove they're still adept at these requisites of a good baseball team. "Dizzy" Dean gives an exhibition on how to pitch, using a sheet of glass as his target. Diamond fans, and that just about includes everyone in the audience, will enjoy this. Andre Baruch is the commentator, and Frederic Ullman, Jr., produced, with Frank R. Donovan supervising.

Exploitation: Get the members of the local baseball team to be your guests, along with newspaper sports writers, at a special screening. Following this, have the newspaper interview the players on whether or not they think the Cubs will win the pennant this year, based on what they saw. Place an ad on the sports page.

SWING YOU SWINGERS

Prod. No. 9428 *Very Funny*

Col. All Star Comedy No. 8 18½ mins.

Comment: Andy Clyde keeps a music store. He is a descendant of Beethoven so he won't allow any swing to be played in his store. Two children are brought to him by the welfare department, who turn out to be his orphaned nephews. One of them is Bennie Bartlett, an expert on the cornet, who on the sly runs a swing band. His little brother messes up a couple of sales for Andy and then Andy discovers the swing band. He starts to lead and the whole troupe gets a radio engagement. It is good stuff with plenty of slapstick, some good swing music, names such as Andy Clyde and Bennie Bartlett, an adorable child, etc. What more can you ask of a short subject?

Exploitation: Tie up with music stores. It should be easy on this one as the setting is right in one. Give the names a big plug on your marquee, in your lobby, programs and newspaper ads. Contests on classical music vs. swing would call attention to the subject. You'd have to burlesque them, of course, to get over the comedy idea.

SOMEWHAT SECRET

Prod. No. R-804 *Entertaining*

MGM Musical No. 4 21 mins.

Comment: The battle between jitterbugs and non-jitterbugs is entertainingly waged in this musical. The students of an exclusive girls' finishing school are forbidden to "swing it." The assistant dean is in love with the chemistry professor who (ssssh!) is really the leader of a swing band. His pals induce him to forsake the school and return to the band. When the dean discovers him, along with many of her pupils, at a swingaree, she is adamant at first; but as she listens to the music, she realizes how unnecessarily prudish she has been. The subject has been well directed by Sammy Lee, and the cast includes Mary Howard, Tom Collins, Benny Rubin and Mary Bovard.

Exploitation: Sponsor a contest for local swingeroos to be staged in your theatre. Wherever automatic phonographs are installed, there you're apt to find the jitterbugs. Place signs advertising the short in these spots.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

Producer HARRY SHERMAN announced that he will make a "Hopalong Cassidy" special with increased budget and a cast of higher bracket actors including WILLIAM BOYD in the top role. Currently in production is "Lawful Outlaws", first of the '39-'40 "Hopalongs".

RANDOLPH SCOTT and RALPH BELLAMY have been assigned to Columbia's "Coast Guard" scheduled to go before the cameras this week. EDWARD LUDWIG will direct under the supervision of FRED KOHLMAR. The picture will be SCOTT's first under his new contract.

IRENE DUNNE returned to Hollywood this week, from her spring vacation, to begin work on her next picture, "Modern Cinderella", a JOHN M. STAHL production for Universal. CHARLES BOYER will co-star with her.

"In Elk Valley" and "He Looks so Peaceful Now", two original songs by JOHNNY LANGE and LEW PORTER, were purchased by Producer EDWARD FINNEY for "Down the Wyoming Trail", new TEX RITTER musical western now in production at Monogram.

Warner Bros. has begun preparations on "Dead End Kids at Valley Forge", with the "Dead End" Kids and PAT O'BRIEN slated for top roles. CRANE WILBUR, who will do the script, left Hollywood to gather material at the military school at Valley Forge, Pa.

RICHARD CARLSON and ANN SHERIDAN will have the leads in WALTER WANGER'S "Winter Carnival", scheduled to go into production this week. CARLSON withdrew from the cast of the New York stage hit, "Stars in Your Eyes" and immediately left for Hollywood.

GEORGE TOBIAS, who created the role of Boris Kalenkoff in the New York version of "You Can't Take It With You", has been signed by MGM for a role with ROBERT YOUNG and ANN SOTHERN in "Maisie Was a Lady," under the direction of EDWIN L. MARIN.

20th Century-Fox has announced another important addition to the cast of "Second Fiddle", the IRVING BERLIN musical starring SONJA HENIE and TYRONE POWER. ALAN DINEHART, noted character actor, was assigned to play the role of the movie publicity director in the production.

DOROTHY LEE, who once supplied the feminine interest in Wheeler and Woolsey comedies, has been added to the cast of Republic's "Tidal Wave", now in production under the direction of JOHN AUER. FRANK JENKS and MARC LAWRENCE have also been signed.

SOL LESSER purchased two original songs by CLARENCE MUSE and LANGSTON HUGHES to be sung by BOB BREEN in "Way Down South". MUSE and HUGHES are also the co-authors of the screenplay.

PAUL MALVERN finished production of "Wolf Call" for Monogram and will start "Stunt Pilot", second of the "Tailspin Tommy" series, before the end of the month. JOHN TRENT and MARJORIE REYNOLDS have the leading roles, with GEORGE WAGGNER directing.

"Career", with ALICE EDEN and JOHN ARCHER, winners in the recent JESSE L. LASKY radio contest, "Gateway to Hollywood", went into production this week at RKO with ROBERT SISK producing and LEIGH JASON directing ANNE SHIRLEY and EDWARD ELLIS have the leading roles.

LOUIS HAYWARD, who will play in "My Son, My Son" when he completes his role in EDWARD SMALL'S "The Man in the Iron Mask", has started work in preparation for the picture. Both productions are for UA release.

Paramount put "The Star Maker", CHARLES R. ROGERS production with BING CROSBY in the leading role, in work this week with ROY DEL RUTH directing. The supporting cast includes LOUISE CAMPBELL, NED SPARKS and ROGER'S 13 year old singing discovery, LINDA WARE.

WILLIAM ANTHONY MAGUIRE, one of Hollywood's outstanding literary figures, has been signed to a long term contract by DARRYL F. ZANUCK, 20th Century-Fox production chief. Under the terms of the contract, Maguire will act as associate producer and writer.

SAM LEVENE, JOSEPH CALLEIA and EDWARD BROPHY have been added to the cast of Columbia's "Golden Boy", which ROUBEN MAMOULIAN directs. BARBARA STANWYCK, ADOLPHE MENJOU and WILLIAM HOLDEN head the cast. Production is under the supervision of WILLIAM PERLBERG.



He's a Fisherman Now

JOHN GARFIELD *(right) makes his debut as a Portuguese sardine fisherman on the wharf at Monterey, Calif., while others of the location company in the new Warner film, "A Family Affair" look on. Left to right are* FRANK GAUDIO, *assistant cameraman,* JAMES WONG HOWE, *cameraman; Director* MICHAEL CURTIZ *(crouching);* BENNY COHEN, *technician,* CLAUDE RAINS *and* GARFIELD.

Shirley Temple to Appear in Another Technicolor Production

SHIRLEY TEMPLE will make MAURICE MAETERLINCK'S "The Bluebird" in Technicolor, which will probably start following the completion of "Lady Jane", next on SHIRLEY'S schedule. According to an announcement made by DARRYL F. ZANUCK, 20th Century-Fox production chief, the film's budget will top any of SHIRLEY'S previous vehicles.

Coincident with the news that the studio had acquired the rights to the play, ZANUCK gave orders to set designers to start immediate work in preparation for production. Plans already discussed call for an expenditure of approximately $2,000,000 before final Technicolor prints are ready for distribution.

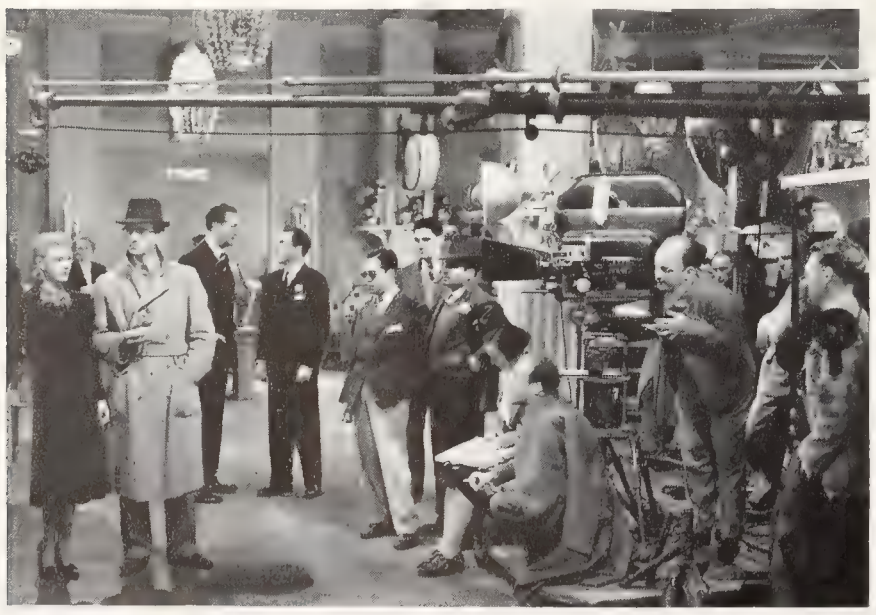
GENE MARKEY will be associate producer of the screen version.

Capra Films First Big Scene

Portraying the role of a young Senator from a mid-western city, JAMES STEWART was tendered a farewell banquet by his fellow townsmen on one of the largest stages at Columbia, for the starting scene of FRANK CAPRA'S "Mr. Smith Goes to Washington", in which he co-stars with JEAN ARTHUR. Prominent members of the supporting cast include EDWARD ARNOLD, CLAUDE RAINS, GUY KIBBEE, RUTH DONNELLY, THOMAS MITCHELL, EUGENE PALLETTE and BEULAH BONDI.

Four Set for Jane Withers

JANE WITHERS' four assignments for the coming twelve months were announced by Sol M. Wurtzel, 20th Century-Fox executive producer. They are "The Chicken Wagon Family", "High School", "The Roughneck" and "The Brat". MISS WITHERS is completing "Boy Friend", her seventeenth starring picture for the studio. "The Chicken Wagon Family", adapted from BARRY BENEFIELD'S novel, is scheduled to start around May 1st.



Behind Scenes

Director GARSON KANIN, *beside Script Girl* ADELE *in front of camera, displays keen interest as* GINGER ROGERS *and* DAVID NIVEN *go through a scene for "Little Mother," romantic RKO Radio drama in which* MISS ROGERS *stars as an ingenious salesgirl who has a hilarious time convincing the world she's not the mother of a foundling baby.* FRANK ALBERTSON, *center, rehearses dialogue with* PAUL STANTON.



Ready for a Street Shot

Director HENRY BUCQUET *plans a street shot for MGM's "On Borrowed Time", adaptation of the Broadway stage hit.* LIONEL BARRYMORE *appears as* GRAMP *and eight year old* BOBS WATSON *plays the part of* PUD. SIR CEDRIC HARDWICKE *is the mysterious stranger, Mr. Brink.* SIDNEY FRANKLIN *is producing.*

Jane Clayton Gets New Contract From Producer Harry Sherman

JANE CLAYTON was signed to a long term contract by HARRY SHERMAN, producer of the "Hopalong Cassidy" pictures, starring WILLIAM BOYD, for Paramount. The deal was closed at Lone Pine where SHERMAN is currently making "Lawful Outlaws", his first picture of the 1939-40 season.

MISS CLAYTON made her motion picture debut in "In Old Mexico", and is the first woman signed by SHERMAN for more than a one picture deal.

Her first assignment will be the feminine lead in "The Double Dyed Deceiver", the O. HENRY story in which TITO GUIZAR will be featured, under the direction of ED. D. VENTURINI.

WB Camera Crew to Borneo

A camera expedition to the island of Sarawak in the Borneo seas is being prepared by Warner Bros. in anticipation of an early shooting date on "The White Rajah", a story by ERROL FLYNN in which the actor will also star. The camera crew will film authentic backgrounds in Sarawak, which is ruled by the world's only English rajah.

Virginia Grey Signed

VIRGINIA GREY has been set for an important rôle in MGM's forthcoming production of "The Women", joining a cast headed by NORMA SHEARER, JOAN CRAWFORD and ROSALIND RUSSELL. 135 characters, all female, will comprise the complete cast. PHYLLIS POVAH, of the New York cast, arrived in Hollywood for a featured spot in the picture. GEORGE CUKOR will direct.

To Plug "Union Pacific"

Details of one of the largest co-operative advertising tie-ups in the history of Hollywood were announced this week when it was revealed that Paramount's new CECIL B. DE MILLE epic, "Union Pacific", will be heavily exploited in an $80,000 advertising campaign of the Pennzoil Company. In addition to magazine advertising, the oil company is using three types of posters plugging the picture, on its 60,000 dealer stations throughout the country.

Life of the Bronte Sisters To be Produced by WB

The story of the BRONTE sisters, CHARLOTTE, EMILY and ANNE, will be the subject of "Devotion", a special Warner Bros. production to be filmed early this summer. The picture will re-unite BETTE DAVIS, GEORGE BRENT, GERALDINE FITZGERALD and Director EDMUND GOULDING, all of whom were associated with "Dark Victory".

OLIVIA DE HAVILLAND will join the cast to complete the famous literary trio, and CLAUDE RAINS will portray the father of the sisters.

THEODORE REEVES and DEWITT BEAUDINE wrote the original story and JAMES HILTON will write the screen adaptation.

Uncertain Situation in Europe Postpones Gene Autry's Tour

Republic has postponed the scheduled tour of its singing cowboy star, GENE AUTRY, due to the uncertain political situation in Europe. Studio officials deemed it wise to have AUTRY remain in the United States until the war clouds have disappeared.

Exhibitors in England long have requested that AUTRY make a stage appearance tour there, due to his popularity, and the fact that he is the favorite movie star of the two little English princesses.

There is a possibility that AUTRY may substitute a South American trip in place of the England junket.

George Raft Signed by Univ.

"I Stole a Million", based on the exploits of the notorious mail robber, ROY GARDNER, will be made by Universal with GEORGE RAFT in the leading role. FRANK TUTTLE will direct under the production supervision of BURT KELLY with shooting scheduled to start early in May. Feminine lead and supporting cast will be announced shortly.

"Real Glory" Starts Monday

SAMUEL GOLDWYN has set April 24 as the starting date for the GARY COOPER starrer, "The Real Glory", which will be directed by HENRY HATHAWAY. Featured supporting cast will be ANDREA LEEDS, DAVID NIVEN, WALTER BRENNEN, DONALD CRISP and BRODERICK CRAWFORD. Sets now in construction for the picture include a 700-foot lagoon.

New Randall Western Starts

"Across the Plains", new JACK RANDALL starring western, got the starting gun last week at Lone Pine, with JOYCE BRYANT in the feminine lead. DENNIS MOORE, FRANK YACANELLI, ROBERT CARD and GLEN STRANGE head a large supporting cast. The film is being directed by SPENCER BENNETT under the production wing of ROBERT TANSEY.

He's On the Carpet

It's a tough moment when JACKIE COOPER *is brought before the principal,* VAUGHN GLAZER *in "What a Life" forthcoming Paramount picture taken from the successful stage play.* LUCIEN LITTLEFIELD *stands by the desk with his arms folded. Director* THEODORE REED *is sitting at the right with a pencil in his hand.*



WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

When you see Samuel Goldwyn's "Music School", Jascha Heifetz starrer, you will be in for one of the thrills of your life. A 45 piece kid symphony orchestra, using instruments costing around $7 each, plays so well, you have to look (and listen) twice, to make sure you're not dreaming.

Visited with Director Frank McDonald on the set of Universal's "They Asked for It", and saw Frank put William Lundigan and Joy Hodges through a few tough scenes. How come you ditched the "stogie" for that poor imitation of a pipe, Frank? It doesn't look natural.

Ran into Mitchell Hamilburg, Hollywood's tie-up king, just returned from a business trip to New York. Mitch tells us that he has completed some swell new tieups for Deanna Durbin and Gene Autry. Don't forget to put us on the "must have" list for those Marx Brothers puppets.

We've spotted some funny marquees in our time, but this one at the Beverly Theatre in Hollywood, should take first prize. "WIFE, HUSBAND AND FRIEND"—"FAST AND LOOSE". Sounds like a good idea, Eh!

Put on the "feed bag" over at the new Paramount commissary and spent most of the time watching Jackie Cooper and young Sidney Miller work out some new arrangements for Cooper's band. At least that's what it looked like from the gestures . . . with Miller winning by a nose.

Warner's "oomph girl", Ann Sheridan, will have the feminine lead opposite Richard Carlson in Walter Wanger's "Winter Carnival". Sounds like a pretty cold title, but we suppose the "oomph" will take care of that . . . as it did in "Dodge City". We understand that "oomph" means "natural allure," or something.

Sol Siegel In N. Y.

Sol Siegel is in New York this week conferring with Herbert J. Yates of Republic on the studio's new season program. He will also attend the New York opening of "Man of Conquest" at the Capitol Theatre.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

ALL THE TOMORROWS

Rep. **Drama** **Not set**

Selling Names: Frieda Inescort, Otto Kruger, Don Douglas.
Director: Sidney Salkow.
Assoc. Producer: Sol C. Siegel.
Story Idea: Frieda Inescort devotes her life to Otto Kruger because he was crippled for life in a motor accident the night they were to be married. She falls in love, after ten years, with Don Douglas, but refuses to marry him because of her loyalty to Kruger. Kruger learns of her sacrifice and gives up his life to set her free.
Catchline: "Hopelessly in love . . . his final message sets her free."

FOR LOVE OR MONEY

Univ. **Drama** **May 5**

Selling Names: June Lang, Robert Kent, Edward Brophy.
Director: Al Rogell.
Producer: Max Golden.
Story Idea: Robert Kent works for a big shot gambler, taking bets over the telephone. He wins a large sum of money for one of his clients, but is unable to collect. Threatened with his life, he and June Lang pool their money and make queer wagers with a "nut"—winning enough money to get straightened out.
Catchline: "Big shot gambler—willing to wager his own life."

EX-CHAMP

Univ. **Drama** **Not set**

Selling Names: Victor McLaglen, Tom Brown, Nan Grey, Constance Moore.
Director: Phil Rosen.
Producer: Burt Kelly.
Story Idea: Victor McLaglen, a doorman, is proud of two things—his son, Donald Briggs and a belt emblematic of a boxing championship he once held. When he loses his job, he undertakes to train Tom Brown for the championship fight. He saves his son, Briggs, from prison by giving him the money he wins when Brown wins the fight.
Catchline: "A champ in more ways than one.

FIVE CAME BACK

RKO **Drama** **June 2**

Selling Names: Chester Morris, Wendy Barrie, Lucille Ball, Kent Taylor.
Director: John Farrow.
Producer: Robert Sisk.
Story Idea: Twelve persons are aboard a transport plane when it is forced down in the African jungles because of motor trouble. They are constantly in danger of attacking natives, but manage to hold them off until the plane is able to fly again. When they find they can only take five passengers because only one of the engines is running, the other seven sacrifice their lives to permit the five to escape.
Catchline: "Fate trapped the unfortunate passengers."

CAT AND THE CANARY

Para. **Mystery-Drama** **Not Set**

Selling Names: Bob Hope, Paulette Goddard, Douglas Montgomery.
Director: Elliott Nugent.
Producer: Arthur Hornblow, Jr.
Story Idea: Bob Hope has joined Paulette Goddard and the rest of the close relatives at the midnight reading of a will in the dilapidated mansion of the deceased. The reading by George Zucco, the attorney for the estate, starts a night of eerie screams and insane killings, and things are pretty wild until Hope captures the killer.
Catchline: "A mystery thriller that is a spine-chiller."

THE DOVE

RKO **Drama** **Not Set**

Selling Names: Leo Carrillo, Steffi Duna, Tim Holt, Eduardo Raquello.
Director: Lew Landers.
Producer: Cliff Reid.
Story Idea: Leo Carrillo, a Mexican bandit always bragging about his feminine conquests, makes a wager with Eduardo Raquello, that he can win Steffi Duna, who is in love with Tim Holt. Carrillo has Holt captured and brought to his camp so that Steffi will follow, but lets him go when Steffi pretends to be mad about him in order to help him win his wager with Raquello.
Catchline: "A bold, bad bandit . . . but tricked by a woman."

THEY ASKED FOR IT

Univ. **Drama** **May 19**

Selling Names: William Lundigan, Joy Hodges, Michael Whalen.
Director: Frank McDonald.
Assoc. Producer: Max Golden.
Story Idea: William Lundigan tries to build up a small town newspaper inherited from his grandfather, by carrying sensational stories pointing to murder, when a penniless farmer dies. Although thought to be a hoax at first, he eventually uncovers enough evidence to prove it really murder and, through his newspaper, helps the local authorities capture the culprit.
Catchline: "A hoax that turned into a nightmare."

HEADIN' FOR TEXAS

Rep. **Western** **Not Set**

Selling Names: Roy Rogers, Mary Hart, George "Gabby" Hayes.
Assoc. Producer & Director: Joe Kane.
Story Idea: Roy Rogers and his pal Gabby Hayes, having fought on the Confederate side during the Civil War, find that the co-owner of their ranch is Wade Boteler, a Union officer. There is a great deal of conflict between the men until Rogers discovers that Boteler is unaware of the dishonest dealings of the two men working for him. Boteler loses his life helping Rogers get the situation in hand.
Catchline: "Enemies in war, but Allies in peace."

DOWN THE WYOMING TRAIL

Mono. **Western** **May 5**

Selling Names: Tex Ritter, Mary Brodell, Horace Murphy, Charles King.
Director: Al Herman.
Producer: Edward Finney.
Story Idea: Tex Ritter gets the job of foreman on Mary Brodell's ranch in order to capture Charles King, the outlaw who has been stampeding elk into the valley, whenever he wanted to rustle cattle. On Christmas Eve, dressed as Santa Claus, Ritter works on King's superstitious mind until he has him confessing to the rustling.
Catchline: "Tex Ritter brings Christmas happiness to the ranchers."

20th-Fox Will Sponsor Derby

The first company to sponsor a Kentucky Derby broadcast as a plug for a forthcoming picture, 20th Century-Fox has made arrangements with CBS to air the famous Churchill Downs classic in behalf of "Rose of Washington Square" on May 6, one week before the film's national release date. Announcers will be Ted Husing, Bryan Field and Bob Trout.

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BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book containing every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, Showmen's Trade Review, 1501 Broadway, New York City.

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Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Everything is Rhythm (Mu)		Harry Roy & Band		2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien			Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan			Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon			Reissued
Monster Walks (My-D)	60	Mischa Auer			Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess			Reissued
Rain (D)	85	J. Crawford-W. Huston			Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister			Reissued
Sky Devils (C-D)	88	Spencer Tracy			Reissued
Street Scene (D)	79	Sylvia Sidney			Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire			Reissued
Tombstone Canyon (W)	67	Bob Burns			Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff			Reissued
Tumbleweeds (W)		William S. Hart		5/1/39	Reissue
Woman Unafraid (D)	66	Gallagher-Gleason			Reissued

COLUMBIA

1937-38

City Streets (D)	68	Fellows-Carrillo	(F)	7/1/38	b6/25/38
Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
Highway Patrol (D)	58	Paige-Wells	(F)	6/27/38	b6/11/38
Holiday (C-D)	94	K. Hepburn-C. Grant	(F)	6/15/38	b5/21/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Pioneer Trail (W)	55	Luden-Barclay		7/15/38	a5/14/38
Reformatory (D)	61	Jack Holt-Wynters	(F)	7/21/38	b7/2/38
South of Arizona (W)	56	Starrett-Meredith	(F)	7/28/38	b10/8/38
Stagecoach Days (W)	58	Jack Luden-Eleanor Stewart		6/20/38	a4/9/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38
West of Cheyenne (W)	53	Starrett-Meredith	(F)	6/30/38	b8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Arizona Cowboy (W)		Charles Starrett-Iris Meredith		5/25/39	In Prod.
Blind Alley (D)		Ralph Bellamy-Rose Stradner		5/11/39	a4/8/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W) (Former title, "California Cavalcade")	54	Bill Elliott-Luana de Alcaniz		1/19/39	a11/19/38
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris		Joan Blondell-Melvyn Douglas			In Prod.
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Missing Daughters (D)		Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W) (Former title, "Mounted Police")	64	Chas. Starrett-Linda Winters		3/30/39	a2/4/39
Only Angels Have Wings (D)		Jean Arthur-Cary Grant		5/25/39	a4/8/39
Outside These Walls (D)		Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Power to Kill		Jack Holt-Gertrude Michael			In Prod.
Rio Grande (W) (Former title, "North of Texas")	59	Chas. Starrett-Ann Doran		12/8/38	a10/1/38
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford		2/28/39	a1/28/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W) (Former title, "The Oklahoma Trail")		Chas. Starrett-Iris Meredith		4/27/39	a3/18/39
Strange Case of Dr. Meade (D) (Reviewed as "Outside the Law")	65	Jack Holt-Beverly Roberts	(F)	12/15/38	b10/29/38
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)		b2/18/39
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

1939-40

Mr. Smith Goes to Washington		Jean Arthur-James Stewart			In Prod.

GAUMONT BRITISH 1938-39 (Dist. by 20th-Fox)

Chicago Ben (C) (Reviewed as "Hey! Hey! U.S.A.")	93	Kennedy-Hay-Bupp	(F)		b10/8/38
Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D) (Reviewed as "A Clown Must Laugh")	78	Tauber-Duna	(A)		b10/15/38
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D) (Reviewed as "Illegal Holiday")	72	Lodge-Lockwood	(A)	7/1/38	b2/12/38
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38

GRAND NATIONAL 1937-38

Dangerous Secrets (D) (Reviewed as "Brief Ecstasy")	70	P. Lukas-L. Travers	(A)	8/19/38	b8/28/37
Held for Ransom (D)	60	B. Mehaffey-G. Withers	(F)	6/7/38	b6/18/38
High Command (D)	59	L. Atwill-L. Mannheim	(A)	7/15/38	b7/30/38
I Married a Spy (D)	59	N. Hamilton-B. Horney	(A)	7/1/38	b7/30/38
King of the Sierras (AD)	57	Rex—Sheik, the wonder horse		8/28/38	Not Rev.
Life Returns (D)	60	O. Stevens-L. Wilson	(F)	6/10/38	b7/30/38
Renfrew of the Great White Trail (D)		Newell-Walker		7/22/38	a6/18/38
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38

GRAND NATIONAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F)	11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull		1/20/39	a12/31/38
Everything Happens to Ann (D)		Heather Angel-John King			a3/4/39
Exile Express (D)	61	Anna Sten-Alan Marshal	(A)	1/20/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F)	10/21/38	b9/17/38
Long Shot (D)	69	Marsha Hunt	(F)	1/6/39	b12/31/38
Miracle of Main Street		Margo			In Prod.
Panama Patrol (D)	67	Charlotte Wynters-Leon Ames	(F)		b2/25/39
Renfrew Saves a Lady		James Newell		2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F)	1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F)	10/14/38	b9/17/38
Singing Cowgirl (Former Title "Lady Buckaroo")		Dorothy Page-David O'Brien			a11/19/38
Six-Gun Rhythm (W)	55	Tex Fletcher-Joan Barclay	(F)		b2/18/39
Sunset Murder Case (D) (Former title, "Murder on Sunset Boulevard")	57	Sally Rand		11/11/38	a8/20/38
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F)	10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F)	1/13/39	b1/14/39
Water Rustlers (W) (Former title, "The Last Barrier")	54	Dorothy Page-David O'Brien		1/6/39	a11/19/38

MGM

1937-38

Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Chaser (C)	75	O'Keefe-Stone-Pendleton	(F)	7/29/38	b7/30/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Fast Company (My-D)	75	M. Douglas-F. Rice	(F)	7/8/38	b7/2/38
Lord Jeff (D)	84	F. Bartholomew-M. Rooney	(F)	6/24/38	b6/25/38
Love Finds Andy Hardy (C-D)	92	Stone-Rooney-Garland	(F)	7/22/38	b7/16/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Port of Seven Seas (D)	81	Beery-O'Sullivan	(A)	7/1/38	b4/2/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38
Shopworn Angel (D)	87	M. Sullavan-J. Stewart	(F)	7/15/38	b7/2/38
Three Comrades (D)	98	Taylor-Tone-Young-Sullavan	(A)	6/3/38	b5/28/38
Toy Wife (D)	94	Rainer-Douglas-Young	(A)	6/10/38	b6/4/38
Woman Against Woman (D)	60	Marshall-Bruce-Astor	(A)	6/17/38	b6/25/38

1938-39

Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever		Mickey Rooney-Lewis Stone			In Prod.
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C) (Former title, "Maiden Voyage")		Rob't Young-Billie Burke		5/26/39	a3/4/39
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)		Lew Ayres-L. Barrymore		4/28/39	a2/18/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)		Robert Donat-Greer Garson			a2/18/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
It's a Wonderful World (My-C)		James Stewart-Claudette Colbert		5/19/39	a3/18/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (D)		Myrna Loy-Robert Taylor		5/5/39	a2/18/39
Maizie Was a Lady		Rob't Young-Ann Sothern			In Prod.
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies		Walter Pidgeon-Rita Johnson			In Prod.
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan (D)		Weissmuller-O'Sullivan			a2/18/39
Tell No Tales (D) (Former title, "One Hundred to One")		Melvyn Douglas-H. B. Warner		5/12/39	a3/18/39
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

1939-40

Gone With the Wind		Gable-Leigh-Howard (Tech.)			In Prod.
On Borrowed Time		Lionel Barrymore-Beulah Bondi			In Prod.
Wizard of Oz (Tech.)		Judy Garland-Frank Morgan			a11/12/38
Women, The		Shearer-Crawford-Russell			In Prod.

MONOGRAM

1937-38

Man's Country (W)	53	Jack Randall	(F)	7/6/38	b8/6/38
Marines Are Here (D)	60	J. Travis- G. Oliver	(F)	6/8/38	b5/28/38
Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38
Romance of the Limberlost (D)	82	J. Parker-E. Linden	(F)	6/22/38	b6/18/38

1938-39

Across the Plains (W)		Jack Randall-Joyce Bryant			In Prod.
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)		Frankie Darro		5/1/39	a4/1/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Drifting Westward (W) (Former title, "Santa Fe Bound")		Jack Randall-Ethel Duran		1/25/39	a1/7/39
Down the Wyoming Trail (W)		Tex Ritter		5/5/39	a4/22/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued

(Continued on next page)

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt		2/22/39	a1/28/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (D)	64	Russell Gleason-Shirley Deane		4/5/39	a3/18/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D)	65	James Stephenson-Betty Lynne (Reviewed as "Dangerous Fingers")	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)		John Carroll-Movita		5/8/39	a4/8/39

PARAMOUNT 1937-38

Bar 20 Justice (W)	66	Boyd-Hayden	(F)	6/24/38	b4/16/38
Booloo (D)	60	C. Tapley-S. Asmara	(F)	7/22/38	b7/23/38
Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Farewell to Arms (D)	99	Cooper-Hayes	(A)	6/3/38	Reissued
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Prison Farm (D)	68	L. Nolan-W. Frawley	(A)	6/17/38	b6/11/38
Professor Beware (C)	90	H. Lloyd-P. Welch	(F)	7/15/38	b7/16/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38
Tropic Holiday (Mu-C)	75	Lamour-B. Burns-Raye	(F)	7/1/38	b7/2/38
You and Me (D)	92	Raft-Sidney	(A)	6/1/38	b6/4/38

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Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D) (Reviewed as "Vessel of Wrath")	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Beau Geste (D)		Gary Cooper-Ray Milland			a3/4/39
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Federal Offense (My)		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (D)		Gracie Allen-Warren William		6/12/39	a2/25/39
Grand Jury Secrets (D)		John Howard-Gail Patrick		6/23/39	a2/18/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)		Ray Milland-Isa Mirandi		5/19/39	a12/17/38
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)		Fred MacMurray-Irene Dunne		6/16/39	a2/25/39
Island of Lost Men		Anna May Wong-A. Quinn		6/30/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)		Jack Benny-Dorothy Lamour		7/7/39	a2/4/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		8/18/39	a4/8/39
Mr. & Mrs. Bulldog Drummond (D)		John Howard-Heather Angel		7/28/39	a3/25/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker		Bing Crosby-Louise Campbell		8/25/39	In Prod.
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
St. Martin's Lane (D)	80	Laughton-Leigh	(F)		b7/9/38
Some Like It Hot (C)		Bob Hope-Shirley Ross		5/12/39	a2/25/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stelen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Union Pacific (D)		Barbara Stanwyck-Joel McCrea		5/5/39	a1/7/39
Unmarried (D) (Former title, "Me and My Gal")		Buck Jones-Helen Twelvetrees		5/26/39	a12/31/38
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

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Cat and the Canary (My-D)	Bob Hope-Paulette Goddard		a4/22/39
Disputed Passage	Dorothy Lamour-Akim Tamiroff		In Prod.
Geronimo (D)	Preston Foster-Ellen Drew		a4/8/38
Gulliver's Travels	Tech. Cartoon Feature		In Prod.
Heaven On a Shoestring	Pat O'Brien-Olympe Bradna		In Prod.
Lawful Outlaws	Wm. Boyd		In Prod.
Ruler of the Seas	Fairbanks, Jr.—Lockwood		In Prod.
What a Life (C)	Jackie Cooper-Betty Field		a4/8/39

R.K.O.-RADIO 1937-38

Blond Cheat (C)	61	Fontaine-DeMarney	(A)	6/17/38	b5/28/38
Border G-Man (W)	61	Geo. O'Brien	(F)	6/24/38	b6/18/38
Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Crime Ring (D)	70	Lane-Mercer	(F)	7/8/38	b7/2/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Having Wonderful Time (C)	70	G. Rogers-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
I'm From the City (C)	70	Joe Penner	(F)	7/22/38	b7/30/38
King Kong (D)	100	Wray-Cabot-Armstrong	(A)	6/10/38	Reissued
Little Women (D)	115	Hepburn-J. Bennett-Lukas	(F)	7/8/38	Reissued
Mother Carey's Chickens (D)	82	R. Keeler-A. Shirley	(F)	7/29/38	b7/30/38
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Saint in New York (D)	72	L. Hayward-Kay Sutton	(F)	6/3/38	b5/7/38
Sky Giant (D)	80	R. Dix-C. Morris	(F)	7/29/38	b7/23/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

R.K.O.-RADIO 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b11/21/39
Career		Alice Eden-John Archer			In Prod.
Dove (D)		Steffi Duna-Lee Carrillo			a4/22/39
Five Came Back (D)		Chester Morris-Wendy Barrie		6/2/39	a4/22/39
Fixer Dugan (D)		Lee Tracy-Virginia Weidler		3/21/39	a2/25/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl From Mexico (D)		Lupe Velez-Donald Woods			a4/8/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Little Mother (C)		Ginger Rogers-David Niven			a3/25/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Memory of Love		Lombard-Grant-Francis			In Prod.
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D) (Former title, "Second Shot")		Lucille Ball-Allen Lane		5/12/39	a3/18/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Racketeers of the Range (W)		Geo. O'Brien		5/19/39	a4/8/39
Rookie Cop (D) (Former title "G Dog")		Tim Holt-Virginia Weidler		4/28/39	a4/1/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Sorority House (D)		Anne Shirley-James Ellison		5/5/39	a3/18/39
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/38

REPUBLIC 1937-38

Army Girl (D)	87	P. Foster-M. Evans	(F)	7/15/38	b7/23/38
Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desert Patrol (W)	56	B. Steele-M. Weldon	(F)	6/6/38	b6/4/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Gold Mine in the Sky (Mu-W)	60	Autry-Hughes-Burnette	(F)	7/4/38	b7/9/38
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Ladies In Distress (C-D)	65	Skipworth-Moran	(F)	6/13/38	b6/11/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Riders of the Black Hills (W)	55	3 Mesquiteers	(F)	6/15/38	b6/25/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

All the Tomorrows (D)		Frieda Inescort-Otto Kruger			a4/22/39
Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)		G. Autry-Smiley Burnette		4/28/39	a4/8/39
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Headin' For Texas (W)		Roy Rogers-Mary Hart			a4/22/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant		4/25/39	a3/4/39
Three Texas Steers (W)		3 Mesquiteers		5/5/39	a4/1/39
Tidal Wave		Ralph Byrd-Dorothy Lee			In Prod.
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39

TWENTIETH CENTURY-FOX

1937-38

Always Goodbye (D)	70	B. Stanwyck-H. Marshall	(F)	7/1/38	b6/25/38
I'll Give a Million (C-D)	70	W. Baxter-M. Weaver	(F)	7/22/38	b7/16/38
Josette (D)	74	Simone Simon-Don Ameche	(F)	6/3/38	b6/4/38
Little Miss Broadway (C-D)	70	Shirley Temple	(F)	7/29/38	b7/9/38
Mr. Moto Takes a Chance (D) (Reviewed as "Look Out, Mr. Moto")	65	Lorre-Hudson-Bromberg	(F)	6/24/38	b10/30/37
One Wild Night (My-D)	71	Baldwin-Lang	(F)	6/10/38	b5/14/38
Panamint's Bad Man (W)	60	Ballew-Daw	(F)	7/8/38	b10/1/38
Passport Husband (C-D)	73	Erwin-Moore	(F)	7/15/38	b7/2/38
Three Blind Mice (C-D)	75	L. Young-J. McCrea	(F)	6/17/38	b6/11/38
We're Going to Be Rich (Mu-D)	80	Gracie Fields-McLaglen-Donlevy	(F)	7/8/38	b5/14/38

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)		Jane Withers-Robert Kellard		5/19/39	a4/1/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My-D)		Sidney Toler-Phyllis Brooks		6/16/39	a3/11/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Girl From Brooklyn (D) (Former title, "By the Dawn's Early Light")		Alice Faye-Warner Baxter		7/7/39	a8/13/38
Gorilla (My-D)		Ritz Bros.-Anita Louise		5/26/39	a3/11/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You		Stuart Erwin-Gloria Stuart		6/30/39	In Prod.
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)		Jones Family		6/2/39	a12/24/38
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38

TWENTIETH CENTURY-FOX (Continued)

Title	Mins.	Stars		Rel. Date	See Issue of
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (D)		Warner Baxter-Lynn Bari		4/28/39	a4/1/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Square (D)		Power-Faye-Jolson		5/12/39	a2/4/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
		(Reviewed as "Paddy Darling")			
So This Is London (C)	70	Drayton-Hare	(A)		b2/4/39
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D)	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
		(Reviewed as "Meridian 7-1212")			
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)		Henry Fonda-Marjorie Weaver		6/9/39	a4/8/39

1939-40

Charlie Chan at Treasure Island		Sidney Toler-Sen Yung			In Prod.
East Side, West Side		Kane Richmond-Amanda Duff			In Prod.
Hotel For Women		Elsa Maxwell			In Prod.
Jones Family at the Grand Canyon		Jed Prouty-Spring Byington			In Prod.
Rains Came		Loy-Power-Brent			In Prod.
Stanley and Livingstone (D)		S. Tracy-Greene-Kelly			a3/4/39

UNITED ARTISTS 1937-38

Blockade (D)	85	M. Carroll-H. Fonda	(F)	6/17/38	b6/11/38
South Riding (D)	91	Ralph Richardson-Edna Best	(A)	6/1/38	b1/22/38

1938-39

Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)		Aherne-McLaglen-Lang		5/5/39	a2/18/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D)	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
		(Reviewed as "Mutiny In the Mountains")			
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
Four Feathers (Tech.)		Duprez-Smith-Richardson			In Prod.
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett			a3/25/39
Music School		Jascha Heifetz			In Prod.
Over the Moon		Oberon-Rex Harrison (Tech.)			In Prod.
Prisons Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

UNIVERSAL 1937-38

Danger On the Air (My)	65	D. Woods-N. Grey	(A)	7/1/38	b7/2/38
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/5/38	b8/6/38
Little Tough Guy (D)	85	Wilcox-Parish-Dead End Kids	(F)	7/22/38	b7/16/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
Outlaw Express (W)	55	Bob Baker	(F)	6/17/38	b7/23/38
Prison Break (D)	68	Farrell-MacLane	(F)	7/15/38	b7/16/38
Rage of Paris (C-D)	76	D. Darrieux-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38
Western Trails (W)	57	Baker-Reynolds		6/3/38	a5/14/38
Wives Under Suspicion (D)	68	W. William-G. Patrick	(A)	6/3/38	b6/11/38
Young Fugitives (D)	67	D. Kent-R. Wilcox	(F)	6/24/38	b6/25/38

1938-39

Big Town Czar (D)		Barton MacLane-Eve Arden		4/21/39	a3/11/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)		McLaglen-Grey-Brown			a4/22/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)		June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Old Grad		Charley Grapewin-Anita Louise			In Prod.
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets		Fairbanks, Jr.-Barbara O'Neil		5/26/39	In Prod.
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		5/19/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

1939-40

House of Fear		Wm. Gargan-Irene Hervey			a4/1/39

WARNER BROS. 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Amazing Dr. Clitterhouse (C-D)	87	Robinson-Bogart-Trevor	(A)	7/30/38	b6/25/38
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Cowboy From Brooklyn (Mu)	80	D. Powell-P. Lane	(F)	7/16/38	b6/11/38
Gold Diggers in Paris (Mu)	95	R. Vallee-R. Lane	(F)	6/11/38	b5/14/38
Little Miss Thoroughbred (D)	64	Wayne Morris-June Travis	(F)	6/4/38	b4/30/38
Men Are Such Fools (C-D)	69	Morris-P. Lane	(F)	7/2/38	b6/4/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
My Bill (C-D)	65	Francis-Litel	(F)	7/9/38	b6/25/38
Penrod's Double Trouble (C-D)	60	Mauch Twins-The Lockharts	(F)	7/23/38	b4/2/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38
When Were You Born (D)	64	Wong-Lindsay-Averill	(A)	6/18/38	b6/11/38
White Banners (D)	90	C. Rains-Kay Johnson	(F)	6/25/38	b5/28/38

1938-39

Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)		Ronald Reagan-Rosella Towne		5/27/39	a1/14/39
		(Former title, "Smashing the Spy Ring")			
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy		Edw. G. Robinson-Lya Lys		5/6/39	In Prod.
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Devil On Wheels (D)		Pat O'Brien-Ann Sheridan			a3/18/39
		(Former title, "The Roaring Crowd")			
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Dust Be My Destiny		John Garfield-Jane Bryan			In Prod.
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Family Affair (C)		John Garfield-Priscilla Lane			a3/4/39
		(Former title, "Family Reunion")			
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Gantry the Great (D)		Edith Fellows-Jimmy McCallion			a3/25/39
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)		Lindsay-Dead End Kids			a2/18/39
Hobby Family		Jane Bryan-Henry O'Neill			In Prod.
Juarez (D)		Paul Muni-Bette Davis			a2/4/39
Kid From Kokomo (C)		Pat O'Brien-Joan Blondell			a1/7/39
		(Former title, "Broadway Cavalier")			
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Lighthorse Harry		Bert Wheeler-Marie Wilson			In Prod.
Man Who Dared (D)	59	Charles Grapewin-Jane Bryan	(F)		b4/8/39
		(Reviewed as "I Am Not Afraid")			
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas			a3/4/39
Naughty, But Nice (C)		Dick Powell-Gale Page			a12/10/38
		(Former title, "Always Leave Them Laughing")			
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Sweepstakes Winner (C)		Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson			a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Daring Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/30	b1/21/39

1939-40

Battle of City Hall (D)		Dead End Kids-Reagan-Sheridan			a4/1/39
Old Maid		Bette Davis-George Brent			In Prod.

STATES RIGHTS

Code of the Cactus (W)		Tim McCoy		Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Dark Sands (D)	65	Robeson-Wilcoxon-Ford	(F)	Record	b7/30/38
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House (D)	57	Stone-Lee	(A)	Jay-Dee Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/38
They Were Five (D)	79	French Cast	(F)	Lenauer	b6/4/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Short Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		7	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built		7	Not Rev.
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs		7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10	Not Rev.
Parade of Hits		9½	Not Rev.
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	Coming
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	6½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Good Old American Home		10½	Not Rev.
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View		7	Not Rev.
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	Coming
SPORT THRILLS (13)			
Diving Rhythm		10	Not Rev.
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	10	Coming
Odd Sports		10	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol		11	Not Rev.
Inside the White House	Fair	10	2/11/39
Washington	Very Good	10	12/17/38

EDUCATIONAL 1938-39

CAVALCADE OF STUFF (2)			
No. 1	Swell Stuff	10	9/10/38
No. 2	Excellent	10	9/10/38

MGM 1938-39

	Comment	Running Time	Reviewed Issue of
CARTOONS (15)			
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Money to Loan	Excellent	20	4/ 1/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried		21	Not Rev.
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Clown Princes		10	Not Rev.
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (12)			
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia		9	Not Rev.
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary		9	Not Rev.
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

1939-40

CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIKS (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineer		7	Not Rev.
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry		7	Not Rev.
COLOR CRUISES (7)			
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39

PARAMOUNT (continued)

	Comment	Running Time	Reviewed Issue Of
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travel-gab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9		10	Not Rev.
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone		7	Not Rev.
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp		17	Not Rev.
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Frolicking Frogs	Good	10	12/ 3/38
Good Skates		10	Not Rev.
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5		10	Not Rev.

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)			
Brave Little Tailor	Great	9	9/ 3/38
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ		8	Not Rev.
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
Uncle Sam-Good Neighbor	Good	18½	11/26/38
Refugee—Today & Tomorrow	Tops	17	12/24/38
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
NU-ATLAS MUSICALS (13)			
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone		16	Not Rev.
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers		10	Not Rev.
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors		10	Not Rev.
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam		10	Not Rev.
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball		10	Not Rev.
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Chris Columbo	Good	7	8/20/38
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary In the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean		6½	Not Rev.
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)
DRIBBLE PUSS PARADE—LEW LEHR (6)
FASHION FORECASTS (4) (Tech.)
MAGIC CARPET OF MOVIETONE (6)
SPORTS REVIEWS—THORGERSEN (6)
TERRYTOONS (26) (10 in Tech.)

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Jerusalem	Outstanding	10	10/ 8/38
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.

UNIVERSAL (Continued)

	Comment	Running Time	Reviewed Issue Of
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallows		19	Not Rev.
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes		19	Not Rev.
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Nuts		7	Not Rev.

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CARTUNES (13) WALTER LANTZ
GOING PLACES (15)
MENTONE MUSICALS (13)
SPECIAL SUBJECT (1)
March of Freedom — 20 — Not Rev.
STRANGER THAN FICTION (15)

NOTICE!

Listings of 1937-38 product are carried in previous issues. Should a copy be unavailable, let us know and we will cheerfully supply you with one.

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)			
Boarder Trouble		17	Not Rev.
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' In Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing.			
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience		10	Not Rev.
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2.	Interesting	10	1/14/39
Mechanix Illustrated #3.	Interesting	10	3/ 4/39
Mechanix Illustrated #4.		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting.	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please		20	Not Rev.
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent (Tech.)	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky and Teabiscuit		7	Not Rev.
Porky In Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Clyde McCoy		10	Not Rev.
Russ Morgan	Fair Swingocopation		3/ 4/39
Music With a Smile In the Happy Felton Style	Lively and Peppy	10	7/23/38
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) Tech.			
Bars and Stripes Forever		7	Not Rev.
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire		12	Not Rev.
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards		10	Not Rev.
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way		10	Not Rev.
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

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BROADWAY BREVITIES (18) (Tech.)
COLOR PARADE (10)
LOONEY TUNES (16)
MELODY MASTERS (10)
MERRIE MELODIES (26) (Tech.)
VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
River, The (U. S. Doc. Films) Dist. by Par.	Outstanding	31	1/ 8/38
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

	No. Chaps.	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Secret of Treasure Island	15 Chaps.	4/ 2/38
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Dick Tracy Returns	15 Chaps.	8/ 6/38
Fighting Devil Dogs	12 Chaps.	5/28/38
Lone Ranger Returns	15 Chaps.	2/18/39
Hawk of the Wilderness	12 Chaps.	11/26/38
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Flaming Frontiers	15 Chaps.	6/ 4/38
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

THE M. P. INDUSTRY'S NUMBER ONE SERVICE PAPER



Reports

PROGRESS

Progress Proved by Increasing Recognition of STR's Value and Service to Theatremen. Progress Certified by Theatremen Themselves with Their Own Money Paid for Subscriptions—Thus:

Paid Theatre Subscriptions to STR:

in 1937 [redacted] **6061** *

in 1938 [redacted] **7117** *

* As of Dec. 31st of year indicated. Total is separate from and in addition to complete coverage of East and West Coast production and distribution executives and film exchange centers throughout the U. S.

1938 Increase Over 1937—17.4%

And for the First Three Months of 1939:

An Increase of 427 New Paid Theatre Subscriptions Over the Similar Period for the Previous Year

SHOWMEN'S TRADE REVIEW

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SHOWMEN'S MOTION PICTURE Trade Review

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

FILE

Equipment and Maintenance Section
Pages 19-34

REVIEWED IN THIS ISSUE

Juarez
Lucky Night
Union Pacific
Sorority House
Calling Dr. Kildare
Street of Missing Men
Return of the Cisco Kid
Confessions of a Nazi Spy
Romance of the Redwoods
Juarez and Maximilian
Undercover Agent
Big Town Czar
Four Feathers
Blind Alley

April 29, 1939
Vol. 30 No. 14

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SINGLE COPIES — 10 CENTS



JOHN H. HARRIS

National Chief Barker of the Variety Clubs holding their convention this week-end in Detroit. Executives from every branch of the industry are expected to attend this function both as members and as guests.

HARDYS RIDE HIGH WIDE AND HANDSOME!

it's Grade "A"!



FLASH! *Held over in 5 out of first 8 engagements: New York, Houston, Atlanta, San Francisco, Detroit. Watch for more!*

Hold Extra time for the Season's Sensation! Look at the first S.R.O. results!

HOUSTON NEW HIGH! Biggest grosser this season; leads "Test Pilot","Boys Town", the New Year's week of "Sweethearts".

PHILLY PHENOMENAL! Second day beat first day; far ahead of all Hardy Family releases.

DETROIT DANDY! Opens ahead of such pictures as "Idiot's Delight","Rosalie","Captains Courageous" and "The Great Ziegfeld".

FRISCO FABULOUS! Sensational! Tops "Maytime","Rosalie","Good Earth","Captains Courageous" and other hits!

BEAUTIFUL BUFFALO! Nearly double the Christmas holiday opening of "Out West With The Hardys"; tops everything this season except "Too Hot To Handle" and the New Year's business of "Sweethearts".

MILWAUKEE MAGNIFICENT! Excellent! Only three better openings since this entire season started.

ATTABOY ATLANTA! Equals Thanksgiving business of "Out West With The Hardys"; even with "Too Hot To Handle"; substantially ahead of "Boys Town".

Hardy good wishes for your engagement too!

The Editorial Page

Television . . .

Having witnessed the latest demonstration of Television we render a report and an opinion as to its possible, early effect on motion picture theatre attendance.

First: Television has improved tremendously and must be considered as something to wrestle with for the future.

Second: It is still in its crude, experimental stages and the cost of receiving sets is much too high for people to buy them now. Even though the prices will gradually come down as the mass production increases, television receiving sets will not be within the means of the masses for some years to come.

Third: It is our opinion that motion picture theatres need not worry about competition from television until such time as the technique has been improved considerably over present experiments and, further, until receiving sets can be bought for about a hundred dollars.

This looks like a long way off from both angles.

△ △ △

"Union Pacific"

All the romance, adventure and heartaches that went into the real and fictional story behind the building of the Union Pacific Railroad have been captured and utilized through the masterful touch of Cecil B. DeMille in the making of his newest production for Paramount.

In a season of many ups and downs, Paramount has brought home a picture of such box office proportions that it will stand out on the records of the company for years to come.

Although the picture, at the time we viewed it, ran two hours and fifteen minutes, which might sound like much too much length for any attraction, we may cheerfully report that it holds the interest, tensely, from beginning to end.

Scribble a note on your memo pad now: "Union Pacific" will be one of the attractions to play your theatre (if you play it), that will establish records of long standing. We most certainly recommend it.

△ △ △

"Juarez" and "Nazi Spy"

We sometimes find it hard to determine exactly where Warner Brothers achieve their greatest success. From the productions they make, or from the expert manner in which they surround their outstanding pictures with a ballyhoo that carries everything before it including the paying customers who in the final analysis pay the freight for all pictures. Or is it a combination of the two?

During this week they brought forth two attractions destined to bring business to the theatres playing their product. First comes "Juarez," the Paul Muni - Bette Davis picture and second, "Confessions of a Nazi Spy," with a theme that is today on everybody's tongue.

Truly, Warner Brothers have worked out a unique but successful formula for good pictures and an expert staff to send them on their way in a blaze of excitement and profit.

△ △ △

Reforms Progress

Still another step in the industry's movement for regulation from within takes form this week with the further meetings of distributor and exhibitor groups to work out the complex angles of arbitration.

The progress made thus far is certainly the most encouraging since the work first started and augurs well for a final draft that will embody the things best suited for a fair and equitable working plan for both branches of the industry.

The "workers" deserve the thanks and praise of the whole industry for a gigantic job being exceptionally well done. We hope it won't go for naught.

△ △ △

Film Rentals

Already an avalanche has started our way disputing our comment of last week that a liberal sales policy will prevail especially in the selling to the smaller and independent exhibitors.

However, all the kicks are based upon the annual, pre-selling conversation which indicates that the salesmen will be around with the industry-old opening speech about higher film rentals . . . bigger productions . . . higher budgets . . . and "must get more money" propaganda.

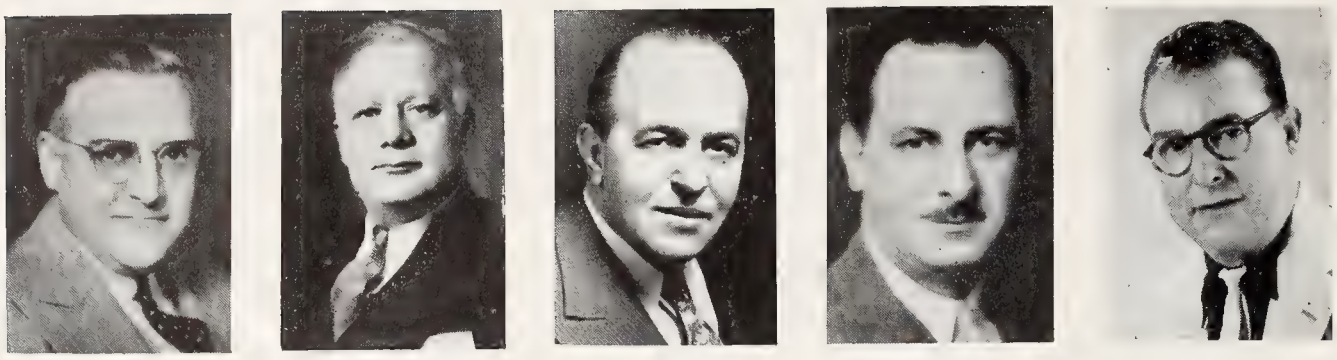
But there is nothing new in that approach. It's been going on for years and years and years. And it will continue to go for more years than you or we will be here to talk about.

Each exhibitor is aware of his own situation. If he is paying too much then all he need do is put up a battle for lower rentals. If he can back up his arguments with facts and figures, he'll win his point or at least part of it.

Film exchanges sell pictures for as much as they can get. Exhibitors buy film for as little as they can get away with. And never the twain shall meet without some sort of a mental wrestling bout.

But we still maintain that a broader viewpoint will prevail consistent with current times and conditions and blackjacking will not be practiced on an elaborate scale for reasons we are all familiar with.

—*"CHICK" LEWIS*



Monogram executives are getting ready this week for the company's annual convention to be held in Chicago, May 4-6. Left to right above are five of the leading figures at the meeting: W. Ray Johnston, President; Edward Golden, Vice-President; George Weeks, General Sales Manager; Louis S. Lifton, Director of Advertising and Publicity and Scott R. Dunlap, Vice-President in Charge of Production. The convention will be held at the Hotel Drake.

Mono. Execs, Branch Mgrs. Ready For Chicago Conclave

Details for Entertainment and Business Sessions Being Set; Stars May Attend

With elaborate plans completed for the largest Convention in its seven year history, Monogram Pictures' home office and branch officials are preparing to leave their posts throughout the country early next week for what promises to be an important series of conferences at the Hotel Drake, Chicago, May 4, 5, 6.

Final details for the business and entertainment sessions are being set by a committee of arrangements headed by Louis S. Lifton, director of advertising and publicity and John S. Harrington, manager of Monogram's accessory department. Manny Reiner of the home office publicity department will also make the trip. It is expected that several Monogram stars will appear in addition to top-line executives.

Delegates from Monogram's 37 exchanges in the United States and Canada and representatives from Monogram's Hollywood studios are expected to address the three-day sessions of the convention. As is the custom, W. Ray Johnston will serve as chairman of the meetings.

Scott R. Dunlap, vice-president in charge of production, will head the group of producers, supervisors and actors arriving from the west coast.

Complete product announcement will appear in next week's issue of SHOWMEN'S TRADE REVIEW.

COMPLAINT FILED

Union Charges Chain Head Refuses to Bargain

Boston—A complaint against Western Massachusetts Theatres, Inc., of Springfield has been filed with the State Labor Relations Commission by Motion Picture Division No. 3 of Theatrical Managers, Agents and Treasurers, an A. F. of L. union. Filed a week ago, the complaint charges the theatre chain management with refusal to bargain collectively with the employes represented by the union, as required by Federal and state labor laws. A date for a hearing on the charges is expected to be set in about a week.

Adolph Schimel Becomes Father

Universal counsel, Adolph Schimel, and wife Muriel, became parents of a baby girl, Jane, on April 22. Born at the Lenox Hill hospital, it is their first child and weighs 7 pounds, 5 ounces.

Allied Unit Formed On Coast

Group Will Include Exhibitors in Cal., Nev., Ariz.; Seth Perkins Named President

A new Allied Unit has been organized for California, Nevada and Arizona, it was announced this week. Office space has been leased at 1908 South Vermont Ave., Los Angeles. The group will be affiliated with the National Allied organization, said now to number 4,500 independent exhibitors.

Officers and members of the board of directors are Seth Perkins, president; Jules Wolf, vice president; Fred Hershorn, treasurer; James C. Quinn, executive secretary; L. L. Bard and B. J. Leavitt, directors of the new unit.

This is the first Allied unit to be established on the West Coast and is believed to be the forerunner of efforts to establish the organization all over the country. New units have recently been organized in New York State, Philadelphia and other key points.

"UNION PACIFIC" GETS GALA DEBUT

Over 150,000 Present at 4-Day Celebration

Omaha—A four-day gala program for celebrating both the world premiere of Paramount's "Union Pacific" and "Golden Spike Days", the mid-west's challenge to America for civic showmanship got under way here Wednesday. The film had its premiere Friday, playing in three downtown theatres simultaneously, a record for the city.

It was estimated by both Omaha and Paramount officials that 400,000, including 150,000 visitors, participated in some phase of the celebration. Wednesday saw the arrival of the Golden Spike from Frisco, opening of the historical museum in City Auditorium, opening of the Sioux Indian village on the Court House grounds, unveiling of the stockade at the U.P. station and of the 1869 atmosphere store fronts along two blocks.

Arrival of U.P. execs, Cecil B. DeMille and his Hollywood party took place Thursday, along with an inspection of the special train and a historical parade with 45 floats and 38 bands in line. Premiere festivities Friday night were covered via NBC, CBS and Mutual networks.

PAR. CHANGES DATE

Moves Meet Up to June 8 At Request of Allied

Date for Paramount's annual sales convention to be held this year at the Ambassador Hotel in Los Angeles has moved up to June 8, 9, and 10 so as to not conflict with the Allied States Association National Convention to be held at the Nicollet Hotel in Minneapolis, June 13-15. W. Al Steffes, Allied convention chairman, had written to Neil Agnew, Paramount's vice-president in charge of distribution, requesting the change in date.

Joseph Gallagher Resigns

Joseph E. Gallagher this week resigned as general manager of *Box Office,* film trade publication, after serving in that capacity for 8 years. He will announce a new connection shortly.

NO FILMS FOR TELE-MAJORS

Fear Exhibitors Might Lodge Protest

EVEN RKO SAYS "NO!"

To NBC's request that they make some footage available for television broadcasts in the metropolitan area scheduled to commence with the launching of the New York World's Fair Sunday, major film companies have issued a terse reply of "No!"

Refusal of the companies to cooperate, it was said, was based on fear that exhibitors might protest. Although NBC is said to have asked only for outmoded one-reel shorts, even these were refused. This leaves NBC with only so-called industrial reels plus Government films for presentations on telecasts.

It was further asserted that RKO-Radio, a corporate "relative" of NBC, had turned thumbs down to the request. It had been forecast that RKO would be the first to go into television.

Kauffman Honored At Testimonial

Pittsburgh—A testimonial dinner for Joseph R. Kauffman, Universal branch manager who was recently transferred from the local exchange to the Cleveland office, was held here Monday night at the Roosevelt Hotel under auspices of the Variety Club, exhibitors and exchange men. The affair was largely attended. Harry Hendel acted as general chairman, with C. C. Kellenberg, treasurer.

SHOWMEN'S MOTION PICTURE Trade Review

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Kennedy's Korner

Warners turned on the lights, inside and out, at the long-dark Hollywood Theatre on Broadway Tuesday night. "Juarez" was taking the screen with a capacity audience of invited spectators, which made it occasion to celebrate. Warners were taking bows (it's getting to be a habit) as a filled theatre, housing many distinguished men and women of the political, social and motion picture world, recognized a great picture in the unveiling. The gleaming arcs illuminating the street, the crowds gathered at the entrance, the many celebrities, the jewels and furs, top hats and white ties, all contributed much to the occasion.

Broadway picture theatres will have their answer to the question of how and what the World's Fair will mean to them. The Fair opens Sunday. Will the crowds go in heavily for film entertainment? Or save the coin to spend on other sights of the town? The film houses are all there with big attractions. "Juarez" at the Hollywood; "Dark Victory" at the Music Hall (a natural for a big play from the tourists), "Man of Conquest" at the Capitol, the Paramount splurging with a flesh show featuring five "names" to augment "Lady's from Kentucky", "Nazi Spy" at the Strand, the Roxy holds "Graham Bell", "Wuthering Heights" at the Rivoli—that's a World's Fair of screen entertainment.

We'll all know more about television after this week, also. The Fair at which television will make its bow, figures again, in this. But from the looks of things it's going to be a while before theatregoing will be affected by people staying at home to look at radio sets with a peep-show flickering in its cover. Limited range of the telecast, cost of sets, and only a few stations throwing pictures through the air with not the greatest of ease, make that certain.

Autonomists' Peace Plan Is Rejected

Hollywood—Hopes of an early settlement of the dispute between IATSE and the Autonomy Group of Local 37 were given a setback here when representatives flatly rejected the proposal made by Jeff Kibre of the Autonomy Group that both sides agree to a "cooling-off process" for 90 days, with both sides to modify demands. John F. Gatelee of IA declared that Kibre and his associates were using Communistic tactics.

Winn Named Warner Branch Head in K. C.

Chicago — Jimmy Winn, manager of the Grand National exchange here for several years, has been named manager of the Warner branch in Kansas City, Mo., replacing Bill Warner, resigned.

Paramount to Make 60 Films For 1939-40, Says Balaban

He Pays Tribute to Studio Heads For the High Level of Films Made and Coming

Hollywood—Paramount will release approximately 60 feature pictures during the 1939-40 season beginning September 1, it was announced here last weekend by Barney Balaban, company president, prior to his departure for New York. Accompanied by other corporation executives, Balaban has been here for the past two weeks conferring with studio officials on production plans for the coming year.

He paid tribute to the studio heads, William LeBaron and Y. Frank Freeman, for the progress Paramount has made during the last few months and the high level of pictures completed, now before the cameras and planned. He added that it was because of the highly satisfactory condition of the studio that "I say Paramount's program for the coming season will reach a new high in entertainment and box office value."

The bulk of the 60 pictures planned will be produced at the Hollywood studio. Two Charles Laughton films will be released by the company, besides an English stage success, "French Without Tears", now being produced with Ray Milland and Ellen Drew. Other product outside will include Harry Sherman's Hopalong Cassidy series, plus two other features to be made by Sherman.

Ronald Colman, Gary Cooper, Melvyn Douglas, Douglas Fairbanks, Jr., Paulette Goddard, Jackie Cooper, Joe E. Brown, Pat O'Brien, Fay Bainter and others yet to be announced will be added to Paramount's star roster for 1939-40, Balaban said.

TAKES EXPO SPACE

MGM Is First Major to Reserve Booth at Exposition

First major company to contract for space at the Allied of New York-sponsored Motion Picture Exposition to be held next month at the Hotel Astor is MGM, which has reserved two booths. Joe Hornstein, equipment dealer, for 8 booths; Acousticon Corp. for one booth, and the ITOA for one booth are included among others recently signed. A majority of the rooms reserved for exhibitors in the Astor, Edison and Lincoln hotels have been taken, according to E. Thornton Kelly, executive chairman of the exposition.

Gov't Files Bill In Equity Suit

Sources close to the Department of Justice revealed that a bill of particulars was filed in Federal Court Wednesday in connection with the Government's equity suit against the film industry.

VAN PRAAG HAS MOVIE CASH PLAN

Has Signed Franchises For New Promotion Idea

Nation-Wide Coupon Distributing Corp. has been organized by Morton Van Praag to handle "Movie Cash", a business promotion plan for theatres. Van Praag resigned two months ago from Trailer-Made to handle the business and he has already closed deals in 18 territories.

Among those who have already signed up to handle the plan in their respective territories are Eddie Ruben of Minneapolis, Beverly Miller of Kansas City, B. Shimp of Chicago, Eddie Ansin of Boston and others well known in the industry.

Important Dates

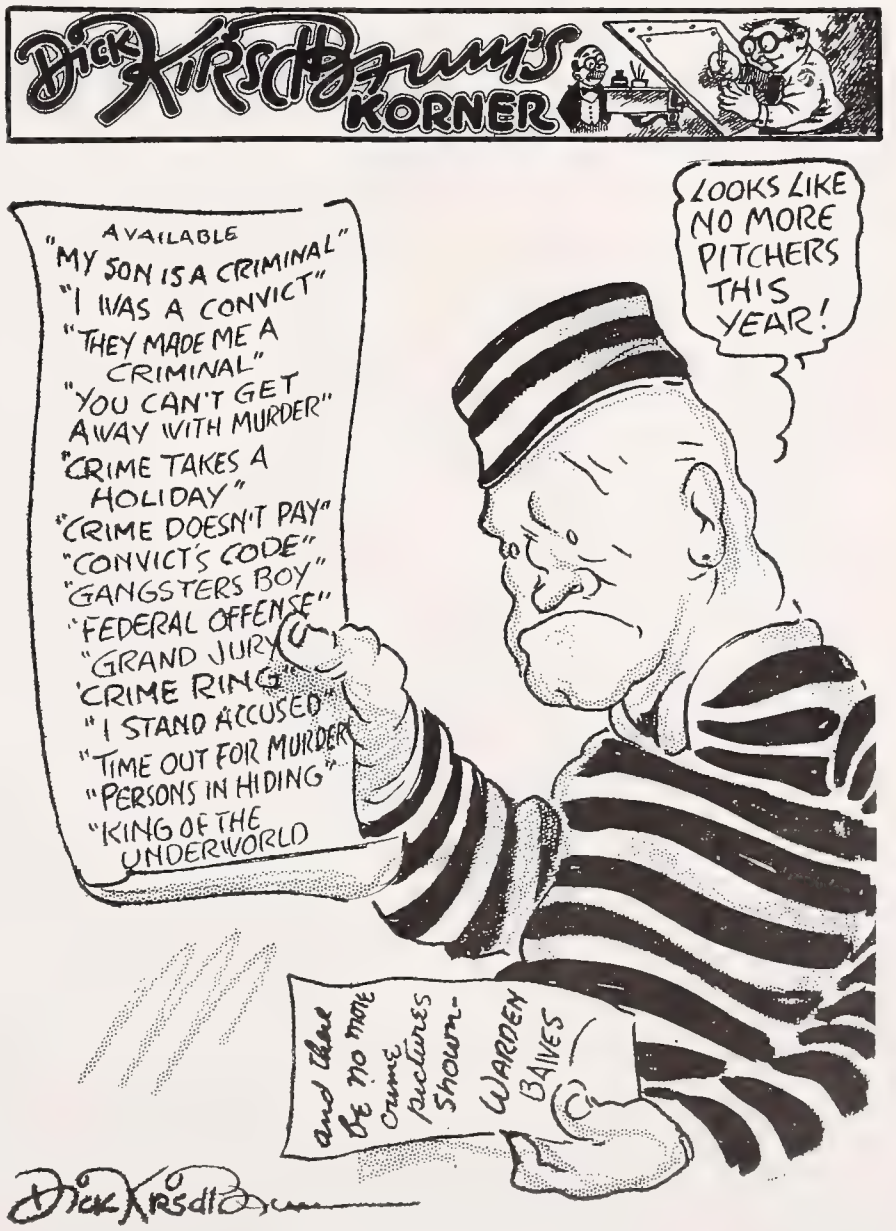
April 29: Variety Club convention banquet, Detroit.
May 4-6: Monogram convention, Drake Hotel, Chicago.
May 8-10: United Artists sales convention, Los Angeles.
May 8-11: Columbia regional meeting, Atlantic City.
May 14-16: Columbia regional meeting, Chicago.
May 20-22: Columbia regional meeting, Los Angeles.
May 21-27: Silver Jubilee of Morris Joseph, Universal branch manager at New Haven, Conn.
May 23-25: N. Y. Allied "World's Fair convention," Hotel Astor.
June 8-10: Paramount convention, Hotel Ambassador, Los Angeles.
June 13-15: Allied National convention, Nicollet Hotel, Minneapolis.

5 FROM FINE ARTS

GN Is Assured of a Flow of Product from Producer

Conferences during the last two weeks between President E. W. Hammons, Jeffrey Bernerd and Maurice J. Wilson, co-managing directors of Grand National Films, Ltd., and Franklyn Warner, head of Fine Arts Productions, have resulted in an agreement whereby Fine Arts will resume production immediately. Thus Grand National is assured a flow of product. All difficulties facing the organization have been worked out, it was said, and GN is prepared to go ahead and fulfill its commitments. Five films will be put into work by Fine Arts as soon as possible.

In the meantime "Panama Patrol" will be released.



CIRCUITS CUT DOWN GAMES

Agree to Stop Huge N. Y. Bank Nights

INDIES HAD PROTESTED

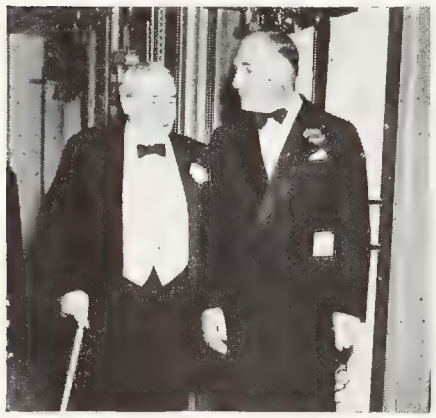
A meeting of independent and circuit exhibitors in the RKO offices in New York this week resulted in a decision by the circuits to abandon once more their circuit wide operation of games. The meeting was called because of certain theatres indulging in excessive premium giveaways and large scale Screeno and Bank Nights.

Last week five RKO houses in the Bronx combined their Screeno and Bank Night operations with a telephone hookup. The prizes were not given away, however, because the winning patrons were not in the theatres. At this week's meeting RKO agreed to discontinue this practice and Loew's agreed also not to launch another combined circuit Bank Night, provided that the independent competitors of the circuits likewise refrained. Loew's had planned to put on a huge $10,000 affair in connection with the opening of the World's Fair.

Call Meeting to Form Film Co. Office Union

A meeting of all film industry office workers was called for Friday night in the Gold Room of the Manhattan Center by the American Federation of Bookkeepers, Stenographers & Accountants' Union for the purpose of trying to organize the film workers and obtain a contract similar to that signed between the union and Universal.

Brilliant Premiere



A world premiere that had all the flourishes of a distinguished event of social and cinematic importance, marked the opening of Warner's "Juarez" at the brilliantly re-lighted Hollywood Theatre on Broadway Tuesday night. The photo above shows Major Albert Warner and James W. Gerard, former ambassador to Germany. Leaders of the financial, social, motion picture and political world were among the long list of celebrities who attended the premiere.



RKO Execs Return From Circuit Swing

Short Subject Sales Manager Harry Michaelson of RKO, center, and Walter Branson, captain of the George Schaefer Drive, at Michaelson's left, return from a 30-day tour of the company's 38 branches in the U. S. and Canada. At the station they are greeted by a home office group. At Michaelson's right are M. G. Poller, A. A. Schubart, Harry Gittleson, and W. J. Shea. At Branson's left, Cresson E. Smith and Robert Wolff.

800 ATTEND V. C. DETROIT DINNER

Host of Celebs, Execs on Hand for Festivities

Detroit—Over 800 guests gathered here Thursday for the three-day get-together of the Variety Clubs. The fifth annual National Variety Club banquet was scheduled to climax the affair Saturday night.

On Thursday and Friday nights dinners were scheduled for directors, and business sessions were also set for those two days. Ethel Shutta, George Jessel, Wilham Knudsen, Walter Chrysler, Harvey Campbell and a host of state and civic execs were expected at the banquet.

Al Steffes and Bob O'Donnell is bringing large delegations from Minneapolis and Texas. From New York came Neil Agnew, Charles Reagan, Joseph Unger, Ned Depinet, Jules Levy, H. M. Richie, Edward McAvoy, William F. Rodgers, E. K. "Ted" O'Shea, Tom Connors, Eddie Saunders, Dave Palfreyman, Max Cohen, George W. Weeks and "Chick" Lewis.

WB Makes Changes

Cincinnati — In Warners' realigned mid-eastern setup, Jim Partlow will handle the West Virginia territory and Harvey Day takes over Kentucky. John Eifert has been appointed city salesman for the company here.

Baird Television May Go Into Roxy

That Baird Television might be installed in the Roxy Theatre became a possibility this week when it became known that the Roxy management was interested in the English setup. Since 20th-Fox is a heavy shareholder in Gaumont British, parent company of Baird, it is believed Baird may make its American bow in this house, if it is found suitable.

BREAKS GIVEN FILM INDUSTRY

No Bills on Divorcement or Censorship Passed

A Hays office checkup reveals that 571 bills affecting the motion picture industry have been introduced in the legislature of 46 states which have held regular sessions since Jan. 1. To date, no measures on censorship, theatre divorcement, reel tax or admission tax have been passed.

With 25 of the state legislatures already adjourned, there are 325 bills pending in states where sessions have not yet ended.

Self-Regulation Begins in Australia

Unless the British Films Act is amended to permit the Commonwealth's product to enter on a preferential basis, film production will continue to remain in its present static state in Australia, declared Cecil F. Mason, general manager of Columbia Pictures Proprietary, Ltd., who is visiting the company's home office until mid-May. He said that self-regulation for the industry in both New Zealand and New South Wales is the policy being pursued by their governmental bodies.

Keep Your Teeth Clean

Racine. Wis.—The Rex Theatre here is plugging its 25-cent tube of toothpaste giveaway.

S. D. Cocalis Dies

Soteros D. Cocalis, one of the leading exhibitors in the New York area, died this week at the age of 61. His funeral rites on Tuesday were attended by high executives from every company in the industry. At his death Cocalis operated 46 theatres all in New York and vicinity.

PUSH WORK ON ARBITRATION

Distributors' Group Works on Clause

SEE COMPLETION SOON

Final completion of the arbitration sections of the new trade practice code was expected this week. The code was completed except for the arbitration set-up, when it was submitted to the exhibitor groups on March 30. At that time many of the details were included in the submitted draft but the final completion awaited further conferences among the members of the distributors' committee.

The committee is expected to meet Friday of this week to discuss the arbitration sections of the code and also to attempt to meet objections to other clauses made by various exhibitor organizations. The distributors stated that if any individual could submit alternate phraseology which would make for greater clarity they would consider it.

Selling policies for the 1939-40 season have already been partly shaped according to the code, the distributors announced, but certain concessions dependent upon arbitration are awaiting agreement.

The code will not be extended to Canada at the present time. When it is completely adopted in the U. S. consideration will be given to its extension to Canada, it was stated.

Syracuse Allied Lays Plans for Exposition

Syracuse, N. Y.—At a meeting of the Syracuse unit of Allied of New York held here last week national and state legislative matters were discussed. Members launched plans for the Allied convention and exposition in New York City. A large Syracuse delegation will attend, it was indicated.

Republic Execs at "Conquest" Opening

Herbert J. Yates, chairman of the Republic board, James R. Grainger, president, Al Adams, ad and publicity head, and other Republic executives have returned from a regional convention held at the Drake Hotel in Chicago. All were on hand for the debut of the company's million dollar attraction, "Man Of Conquest", which opened Thursday at the Capitol.

20th Signs WB Circuit

A 1939-40 product deal with the Warner Bros. circuit of 250 theatres has been closed by 20th-Fox, it was announced this week. The commitment was restricted to one year at the insistence of 20th-Fox, it was understood.

WEEKLY STUDIO CHECK-UP

Any picture on which Advance Dope has been published is followed by an asterisk (*). Consult the booking guide for dates on which Advance Dope appeared.

[This Week: In Production—48; Being Edited—68]
[Last Week: In Production—44; Being Edited—70]

COLUMBIA

Being Edited

ONLY ANGELS HAVE WINGS*
OUTSIDE THESE WALLS*
MISSING DAUGHTERS*

POWER TO KILL
Jack Holt, Gertrude Michael. Directed by Lew Collins. Produced by Larry Darmour.

ARIZONA COWBOY (W)
Charles Starrett, Iris Meredith. Directed by Sam Nelson.

In Production (1938-39)

GOOD GIRLS GO TO PARIS
Melvyn Douglas, Joan Blondell. Directed by Alexander Hall.

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

MAN FROM SUNDOWN (W)
Charles Starrett, Iris Meredith. Directed by Sam Nelson.

PARENTS ON TRIAL
Jean Parker, Johnny Downs. Directed by Hans Schwartz.

COAST GUARD
Randolph Scott, Ralph Bellamy. Directed by Edward Ludwig.

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

EVERYTHING HAPPENS TO ANN*

In Production

MIRACLE OF MAIN STREET
with Margo. Directed by Steve Sekely.

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

GOODBYE MR. CHIPS*
TARZAN*
BRIDAL SUITE*
TELL NO TALES*
IT'S A WONDERFUL WORLD*
6,000 ENEMIES*

Being Edited (1939-40)

WIZARD OF OZ (Tech.)*

In Production (1938-39)

MAIZIE WAS A LADY*

In Production (1939-40)

GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

ON BORROWED TIME*

THE WOMEN
Norma Shearer, Joan Crawford, Rosalind Russell. Directed by George Cukor.

ANDY HARDY GETS SPRING FEVER*

MONOGRAM

Being Edited

BOYS' REFORMATORY*
WOLF CALL*
DOWN THE WYOMING TRAIL (W)*

In Production

ACROSS THE PLAINS*

GIRL FROM NOWHERE
Anne Nagel, Warren Hull. Directed by Lambert Hillyer.

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*
HOTEL IMPERIAL*
UNMARRIED*
FEDERAL OFFENSE*
GRAND JURY SECRETS*
MAN ABOUT TOWN*
INVITATION TO HAPPINESS
GRACIE ALLEN MURDER CASE*
SOME LIKE IT HOT*
MAGNIFICENT FRAUD*
BULLDOG DRUMMOND'S BRIDE*
ISLAND OF LOST MEN*

Being Edited (1939-40)

BEAU GESTE*

LAWFUL OUTLAWS (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman.

WHAT A LIFE*

In Production (1938-39)

MILLION DOLLAR LEGS*

In Production (1939-40)

HEAVEN ON A SHOESTRING
Pat O'Brien, Olympe Bradna. Directed by Lewis Milestone.

CAT AND THE CANARY*

THE STAR MAKER
Bing Crosby, Louise Campbell. Directed by Roy Del Ruth.

RULER OF THE SEAS
Doug Fairbanks, Jr., Margaret Lockwood. Produced and directed by Frank Lloyd.

HOMEWORK
Mary Boland, Charles Ruggles. Directed by George Archainbaud.

OUR LEADING CITIZEN
Bob Burns, Susan Hayward. Directed by Alfred Santell.

GERONIMO*

GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

DISPUTED PASSAGE
Dorothy Lamour, Akim Tamiroff. Directed by Frank Borzage.

RKO-RADIO

Being Edited

FIXER DUGAN*
PANAMA LADY*
ROOKIE COP*
GIRL FROM MEXICO*
RACKETEERS OF THE RANGE (W)*

RKO-RADIO (Cont.)

In Production

LITTLE MOTHER*
FIVE CAME BACK*
THE DOVE*

CAREER
Alice Eden, John Archer. Directed by Leigh Jason.

MEMORY OF LOVE
Carole Lombard, Kay Francis, Cary Grant, Charles Coburn. Directed by John Cromwell.

REPUBLIC

Being Edited

ZERO HOUR*
SOUTHWARD HO*

In Production

MOUNTAIN RHYTHM
Gene Autry, Smiley Burnette. Directed by B. Reeves Eason.

20th CENTURY-FOX

Being Edited (1938-39)

GIRL FROM BROOKLYN*
ROSE OF WASHINGTON SQUARE*
SUSANNAH OF THE MOUNTIES*
NEWS IS MADE AT NIGHT*
CHARLIE CHAN IN RENO*
THE GORILLA*
BOY FRIEND*
YOUNG MR. LINCOLN*

Being Edited (1939-40)

STANLEY AND LIVINGSTONE*

In Production (1938-39)

SECOND FIDDLE*

IT COULD HAPPEN TO YOU
Gloria Stuart, Stuart Erwin. Directed by Alfred Werker.

In Production (1939-40)

HOTEL FOR WOMEN
Elsa Maxwell. Directed by Gregory Ratoff.

EAST SIDE, WEST SIDE
Amanda Duff, Kane Richmond. Directed by Ricardo Cortez.

JONES FAMILY at GRAND CANYON
Jed Prouty, Spring Byington and the Jones Family. Directed by Malcolm St. Clair.

CHARLIE CHAN at TREASURE ISL.
Sidney Toler, Sen Yung. Directed by Norman Foster.

THE RAINS CAME
Myrna Loy, Tyrone Power, George Brent. Directed by Clarence Brown.

UNITED ARTISTS

Being Edited

CAPTAIN FURY*

In Production

MAN IN THE IRON MASK*

MUSIC SCHOOL
Jascha Heifetz, Joel McCrea. Produced by Samuel Goldwyn. Directed by Archie Mayo.

WINTER CARNIVAL
Richard Carlson, Ann Sheridan. Directed by Charles F. Riesner. Produced by Walter Wanger.

REAL GLORY
Gary Cooper, Andrea Leeds, David Niven, Reginald Owen. Directed by Henry Hathaway. Produced by Samuel Goldwyn.

UNIVERSAL

Being Edited (1938-39)

FOR LOVE OR MONEY*

EX-CHAMP
Victor McLaglen, Nan Grey. Directed by Phil Rosen.

THEY ASKED FOR IT*

OLD GRAD
Charley Grapewin, Anita Louise. Directed by Harold Young.

Being Edited (1939-40)

HOUSE OF FEAR*

In Production

THE SUN NEVER SETS
Doug Fairbanks, Jr., Virginia Field. Produced and directed by Rowland V. Lee.

INSIDE INFORMATION
June Lang, Dick Foran. Directed by Harold Young.

IN OLD CALIFORNIA
Richard Arlen, Constance Moore. Directed by Christy Cabanne.

WARNER BROTHERS

Being Edited

NAUGHTY BUT NICE*
KID FROM KOKOMO*
CODE OF THE SECRET SERVICE*
SWEEPSTAKES WINNER*
HELL'S KITCHEN*
DEVIL ON WHEELS*
NANCY DREW, TROUBLE SHOOTER*
EACH DAWN I DIE*
FAMILY AFFAIR*
GANTRY THE GREAT*
WATERFRONT*
ENEMY AGENT*
GIVE ME A CHILD*

LIGHTHORSE HARRY
Bert Wheeler, Marie Wilson. Directed by Noel Smith.

In Production (1938-39)

HOBBY FAMILY
Jane Bryan, Henry O'Neill. Directed by William Clemens.

In Production (1939-40)

BATTLE OF CITY HALL*

OLD MAID
Bette Davis, George Brent. Directed by Edmund Goulding.

DUST BE MY DESTINY
John Garfield, Jane Bryan. Directed by Lewis Seiler.

Another of the Many SERVICES that make STR The SERVICE Paper of the Industry

WHAT AN EXHIBITOR SAYS ABOUT ZANE GREY'S

★MYSTERIOUS RIDER★

MYSTERIOUS RIDER, THE: Douglas Dumbrille, Sidney Toler, Russell Hayden, Weldon Heyburn, Charlotte Fields. ¶ I think the industry owes Producer Harry Sherman a vote of thanks for keeping the "Western" average so high. This film will please any audience and we need more casts such as the excellent selections made in this Zane Grey story. Highly exciting. Excellent plot. Swell scenes. A-1 class. Played March 18-19-20-21.

THANK YOU
Mr. W. E. LEWELLEN

W. E. Lewellen

UPTOWN THEATRE, PUEBLO, COL.

PRODUCED BY **HARRY SH**

Paramount Pictures

THESE PICTURES ARE **All** THA

WHAT THE TRADE PRESS SAYS ABOUT ZANE GREY'S

★HERITAGE of the DESERT★

"The appeal of the great outdoors, plus romance and action, are the essentials of HERITAGE OF THE DESERT. This version is pictorially beautiful. A fast moving screenplay and tactful direction contribute much to the entertainment."

Motion Picture Daily

"Superior outdoor picture, praiseworthy in every department. Should score decisively at the box office."

New York Film Daily

"HERITAGE OF THE DESERT is not an ordinary western picture. Appealing love story, plenty of dramatic instance. Sometimes the film has a spiritual quality but comedy has not been neglected. Action, suspense and surprise have been included in abundance, and all elements have been intelligently welded. Well turned performances make the plot and its amplifications believable, understanding and entertaining."

Motion Picture Herald

"Here is a picture whose production manifestly, from the outset, was aimed at a new approach in the western theme, the injection of a quality of depth and significance. So thoroughly was this achieved that it emerges as an outdoor drama of the top rank."

Reporter

"Combining believable drama with an abundance of thrilling action, the whole mounted against natural beauty of Arizona wastelands, HERITAGE OF THE DESERT will more than satisfy."

Variety

"Producer Sherman and Paramount can well be proud of this well-made and highly entertaining Zane Grey story. It is beautifully photographed and most capably directed. In the matter of direction Selander has really captured the spirit of Author Zane Grey's novel."

Motion Picture Review

"Drama, action, thrills and well-written screenplay, plus expert trouping, direction and production, make this picture one of the finest in Producer Harry Sherman's long list of successes."

Showmen's Trade Review

SPEAKING OF CASTS . . .

DONALD WOODS, EVELYN VENABLE, RUSSELL "LUCKY" HAYDEN, SIDNEY TOLER, ROBERT BARRAT, C. HENRY GORDON, WILLARD ROBERTSON, PAUL GUILFOYLE, PAUL FIX

RMAN

THE NAME **Paramount** IMPLIES!

The Box Office Slant

Union Pacific

Para. Historical Drama 135 mins.

Hold-ups, Injuns, Train Wrecks, Fast Riding, Shooting; What More Can You Ask?

(National Release Date, May 5)

Cast: Barbara Stanwyck, Joel McCrea, Akim Tamiroff, Lynn Overman, Robert Preston, Brian Donlevy, Anthony Quinn, Evelyn Keyes, Stanley Ridges, Regis Toomey, Syd Saylor, J. M. Kerrigan and many others. Screenplay by Walter De Leon, C. Gardner Sullivan and Jesse Lasky, Jr. Based on an adaptation by Jack Cunningham of a story by Ernest Haycox. Produced and directed by Cecil B. DeMille.

Plot: Barbara Stanwyck is the daughter of a railroad engineer who works the first train up to the end of each day's track during the great struggle to build the railroad linking the coasts. McCrea is the trouble shooter for the road sent to keep Donlevy and Preston from interfering with the building of the road. The latter holds up the payroll of the company but marries Barbara just before he is about to be caught. Later after many more adventures, he is shot by Donlevy, who in turn is shot by McCrea's pals.

SUMMARY: Boy! to be running a theatre that can play this picture. It's got romance, action, Indians, hold-ups, train wrecks, comedy, fast shooting, hard riding and—well, what more can you want? Cecil B. DeMille has taken all these elements, wrapped them all up together and put out one of the grandest box office pictures not only of this year but of every year. There isn't a foot of it we'd eliminate despite its length. This story has been crying to be made for years and here at last it is; but it's worth waiting for. All the other records should go out the window when this one hits town. It's hard to pick out any individual performance as outstanding; McCrea, Barbara Stanwyck, Lynn Overman and Akim Tamiroff have a slight edge on some of the others but they're all grand. The scenes of the train wreck and the troops coming to the rescue are simply superb. The Indians wrecking of the train has been wonderfully portrayed. But so has everything else in the whole thing. Sell this for all you're worth. Of course, tie up with local Union Pacific offices. Take advantage of the Pennzoil tieup. Get displays in the lobby of various articles of the period.

OUTSTANDING: The action, DeMille's direction, the absorbing story and the acting of Barbara Stanwyck, Joel McCrea, Tamiroff and Overman.

Catchline: "Roaring Westward On America's road to glory." **(FAMILY)**

Confessions of a Nazi Spy

WB True Story 102 mins.

Call the Police to Quell Disturbances And Handle the Crowds Sure to Come

(National Release Date, May 6)

Cast: Edward G. Robinson, Francis Lederer, George Sanders, Paul Lukas, Henry O'Neill, Lya Lys and 72 others. Screenplay by Milton Krims and John Wexley. Directed by Anatole Litvak.

Legion of Decency Ratings:

(For Week Ending April 29)

SUITABLE FOR GENERAL PATRONAGE

Chasing Danger
The Rookie Cop
Smoky Trails
Union Pacific
Feud of the Plains
Heritage of the Desert

SUITABLE FOR ADULTS ONLY

Big Town Czar
Calling Dr. Kildare
For Love or Money

OBJECTIONABLE IN PARTS

Lucky Night

Plot: This film is a depiction of the menacing under-cover activities fostered in this country by the Nazi regime in Germany. The espionage methods revealed in the film are based on the facts brought out by the recent trials in New York, Los Angeles and the Panama Canal Zone. Leon G. Turrou, former F.B.I. agent, who smashed one of Nazi spy rings, acted as technical adviser.

SUMMARY: There's one thing that stands uppermost in the mind of any reviewer who sees this picture. It will do a sensationally tremendous business. Its reception is likely to be very spotty because of its theme as those centers with strongly Nazi preferences may go to considerable lengths to show their disapproval. But in their very disapproval lies the secret of the picture's success. As entertainment, it is not as strong as it shows up as propaganda. But it is the kind of propaganda which there is plenty of need for as every true American will agree. The picture starts off somewhat like the March of Time with a narrator who fills in gaps in the story occasionally. Some of the scenes showing the Bund camps over here are sensationally shocking and make one afraid of what the future might bring to us. As for the acting, there is plenty to be said. Paul Lukas, Edward G. Robinson, Francis Lederer and several others are outstanding in their characterizations. The direction is fine. One strong point which may be in the picture's favor is its adherence to facts. Every line in it has been taken from a newspaper. Although newsreel shots of Hitler are used, Goebbels, who is anathema to most Americans is portrayed by an excellent but unnamed actor. The film's timeliness, importance and story content are things to be given careful consideration before you launch your campaign. Whether or not your community is made up of people sympathetic to and active in anti-Nazi activities, whether organizations, schools and the newspapers will cooperate with you, are points only you alone can determine. Teaser ads and radio announcements, will create word-of-mouth publicity.

OUTSTANDING: Robinson, Lederer, Lukas and the message the picture gets across so successfuly. Under this head, too, must come the courage of the Warner Bros. in making a film of this nature in the face of threats.

Catchline: "It was our American duty to make this picture . . . it is your American privilege to see it." **(FAMILY)**

Lucky Night

MGM Comedy-Drama 82 mins.

Delightfully Gay and Modern Film With Novel Twists Should Satisfy Generally

(National Release Date, May 5)

Cast: Myrna Loy, Robert Taylor, Joseph Allen, Henry O'Neill, Douglas Fowley, Bernard Nedell, Charles Lane, Bernadene Hayes, Gladys Blake, Marjorie Main, others. Screenplay by Vincent Lawrence and Grover Jones from the story by Oliver Claxton. Directed by Norman Taurog. Produced by Louis D. Lighton.

Plot: Myrna Loy, daughter of steel magnate Henry O'Neill, decides to leave home and go out "on her own." While job-hunting she meets Robert Taylor. Although broke, luck seems to come their way during the evening, and they end the celebration by getting married. Taylor gets a job, and all is well until he gets an idea the two should celebrate again, just as they did when they first met without a dime in their pockets. Myrna, meanwhile, has become a budget-conscious housewife, with the result that Taylor's idea separates them. But they are soon re-united again. Whatever Taylor does is all right with Myrna.

SUMMARY: Here's a delightfully gay and modern comedy-drama that's sure to please young couples and prospective newlyweds. To the more conservative and conventional folk, the antics of Myrna and Taylor may border too much on the screwball side; but generally speaking, the film as a whole is rather enjoyable. At least, its plot has a few new twists in a familiar formula. Both stars handle their performances capably, while other members of the cast are more or less relegated to the background, since the plot centers around Myrna and Taylor. As light spring or summer entertainment, "Lucky Night" should fit all right into preferred playing time, provided you give it a good selling campaign. The title lends itself to tieups. Let newspaper readers submit short letters on what they believe was their lucky night. Get your merchants to tie in with you on a stunt whereby young couples who are in their stores at a particular moment on one (a lucky night) of three possible evenings receive gifts or merchandise.

OUTSTANDING: Myrna Loy and Robert Taylor.

Catchline: "Their lucky night is loads of fun and gayety for lucky you." **(ADULT)**

Juarez

WB Historical Drama 132 mins.

Distinguished Screen Drama Will Be Magnet to Draw Heavy Patronage of All Classes

(National Release Date Not Set)

Cast: Paul Muni, Bette Davis, Brian Aherne, Claude Rains, John Garfield, Donald Crisp, Joseph Calleia, Gilbert Roland, Gale Sondergaard, and others. Adapted by John Huston, Wolfgang Reinhardt and Aeneas MacKenzie from Bertita Harding's novel, "The Phantom Crown", and a play by Franz Werfel. Directed by William Dieterle. Produced by Hal B. Wallis.

Plot: Maximilian of Austria (Brian

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See Page 41

Aherne) and his wife Carlotta (Bette Davis), are duped by Napoleon III (Claude Rains) to further his scheme of empire and accept the throne as monarchs of Mexico. Juarez (Paul Muni), fights what appears a hopeless cause as leader of the peons to rid Mexico of this foreign menace to the democracy he established. The sympathy of the United States for the Republic aids Juarez's cause, and Maximilian, abandoned by Napoleon, is overwhelmed in his effort. Carlotta returns to France to plead for help, but breaks under the strain and loses her reason. Maximilian is captured and executed.

SUMMARY: Rarely has a historical document provided such vital ties with the troubled political situation of the present as this impressive, superbly acted and presented story of a patriot of Mexico who fights not a man but a principle—self government for his people. It is a picture to be counted on as a "must" so far as the great majority of the public is concerned. The history itself, the theme of democracy struggling against Dictatorship, the great acting of Paul Muni, Bette Davis, Brian Aherne and many others; the distinguished production with its great pictorial values—all these are elements which must create word of mouth publicity that will buttress the other forms of publicity "Juarez" will enjoy. If drama is sacrificed, action halted at times, there is good reason and justification in the impressive and sincere portrayal of tragic and heroic figures and flaming causes which make up the powerful forces captured for the screen in this great picture. For any theatre "Juarez" means a sure-fire attraction that will draw the classes and the masses. Libraries, patriotic societies, history classes all potent factors for significant publicity on characters and theme. The stars are the biggest factor for newspaper publicity and ad displays. Get book stores to display the many novels about Maximilian, Carlotta and Juarez, a national tie-up for historical angles.

OUTSTANDING: Vital theme; impressive production; superb acting of Muni, Davis and Aherne.

Catchline: "Dramatic history of a man who hurled back foreign threats to his country's freedom." **(FAMILY)**

The Return of the Cisco Kid

(Hollywood Preview)

20th-Fox Western 70 mins.

Fast Action Features Warner Baxter's Return to the Screen as the Cisco Kid

(National Release Date April 28)

Cast: Warner Baxter, Lynn Bari, Cesar Romero, Henry Hull, Robert Barrat, C. Henry Gordon, Kane Richmond, Chris-Pin Martin, Soledad Jiminez and others. Screenplay by Milton Sperling based on a character created by O. Henry. Directed by Herbert I. Leeds. Associate Producer, Kenneth McGowan.

Plot: Warner (The Cisco Kid) escapes death from a firing squad when his friends, Romero and Martin, substitute blank cartridges in the guns. The trio go to Arizona, where the Kid meets Lynn Bari, who with her grandfather, Hull, and her sweetheart, Richmond, are trying to buy a ranch. Barrat, who crookedly controls the town, keeps their money and the ranch, so the Kid holds up Barrat's bank. He thinks Lynn is in love with him, so he sends Richmond on a mission which means certain death. Learning otherwise, by fast riding and a clever ruse, he reunites the lovers and rides off hunting a former sweetheart.

SUMMARY: For those who remember Warner Baxter as the Cisco Kid in "In Old Arizona," this sequal will need little selling. For others, its rich humor, fine pacing and production offer entertainment enough to make this a box-office hit. Baxter's Cisco Kid earns the acting honors, but he is hard pressed by Romero as his lieutenant who insists he be allowed to kill someone and Hull as the liquor loving grandfather of the girl. Also excellent are Barrat as the heavy and C. Henry Gordon as a Mexican officer. Soledad Jiminez plays the same role she had in the original picture. Excellent camera work is also in the picture's favor. A campaign which ties in with this sequel to the original "Cisco Kid" and stresses the greater addition of comedy should sell it well. For a street ballyhoo, send out riders dressed as the Cisco Kid and his two saddle pals.

OUTSTANDING: Warner Baxter's performance.

Catchline: "'The Cisco Kid' is back again with new world's to conquer." **(FAMILY)**



Wanted . . . Gags for Kirschbaum

Dick Kirschbaum, who's been creating and drawing cartoons about Glutz the Demon Theatre Manager, for the past eleven years wants theatremen to submit some funny gags for him to illustrate. At one time all of Dick's cartoon gags were suggested by STR readers. Now we want them to come across again. Here's the proposition: Anyone submitting a cartoon idea that Dick can illustrate in his Kirschbaum's Korner series will receive the original cartoon carrying proper credit to the creator of the gag used. So get busy. Send in your gags and Dick will do the drawing and STR will send you the original cartoon. How about it?

Four Feathers

(Technicolor)
(London Premiere)

UA Drama 109 mins.

Superbly Produced on Tremendous Scale; Spectacle Rarely Surpassed; Color Fine

(National Release Date Not Set)

Cast: John Clements, C. Aubrey Smith, June Duprez, Ralph Richardson, Donald Gray and others. Based on A. E. W. Mason's novel. Writing credits: R. C. Sherriff, Lajos Biros and Arthur Wimperis. Directed by Zoltan Korda. Produced by Alexander Korda.

Plot: Clements, poetry loving son of a military family, resigns his commission when his regiment is ordered to the Sudan to avenge General Gordon's death. Three brother officers send him white feathers and realising that even June, his fiancee, is shocked takes a feather from her fan, and goes to the Sudan disguised as a branded and dumb native. Richardson, one of the officers, is blinded and left for dead after a skirmish with Dervishes. Clements gets him back to his regiment, leaves his feather in his wallet and vanishes. He then rescues the other two who had been taken prisoners and plays a big part in the capture of Omandurman by the British. Home again, he has no difficulty in returning June's feather.

SUMMARY: This spectacle has rarely been surpassed and the color is perfect; many of the shots of the desert, the Nile and the battles between the British and the Fuzzie-Wuzzies and camel riding Dervishes badger description. The hauling of Kitchener's gunboats over the cataracts provides another fine sequence. The acting is good. John Clements, as the sensitive youth, establishes himself as a first class artist and Ralph Richardson and Aubrey Smith turn in deft characterizations. Donald Gray proves to be a newcomer with a pleasing personality. Stress the spectacle angle and the beauty of the color in exploitation. Run teaser on "What are the Four Feathers?" Distribute throwaways in the form of a visiting card, like the ones Clements receives in the film, with a feather attached. Invite local military organisations to have a recruiting officer in the lobby and stage a parade. Dress attendants in suitable period uniforms. Tieup with bookstores. Run a painting competition using a still as the subject.

OUTSTANDING: The color and exterior scenes.

Catchline: "Never before has the screen presented a more magnificent spectacle or gripping a drama." **(FAMILY)**

Calling Dr. Kildare

(Hollywood Preview)

MGM Drama 85 mins.

Second Dr. Kildare Picture Definitely Places This Series In Class "A" Group

(National Release Date, April 28)

Cast: Lew Ayres, Lionel Barrymore, Laraine Day, Nat Pendleton, Lana Turner, Samuel S. Hinds, Lynne Carver, Emma Dunn and others. From an original story by Harry Max Brand. Screenplay by Harry Ruskin and Willis Goldbeck. Directed by Harold S. Bucquet.

Plot: Lionel Barrymore, a crabby old doctor with a heart of gold who has undertaken to train Lew Ayres, a young interne, so that he can follow in his footsteps, decides to put Ayres to work in a clinic, so that he can have the experience of using his heart as well as his head in his work. Ayres is called in to attend a youngster who has been shot and at the request of the boy's sister, Lana Turner, doesn't report the case to the police. Laraine Day, a nurse who has been put to work with Ayres by Barrymore in order to keep him informed of Ayres's work, reports to him. Through his influence Barrymore manages to straighten out the mess before Ayres loses his license and becomes involved as an accessory after the fact, to a murder case.

SUMMARY: The second of the Doctor Kildare films definitely fulfills the prediction that this series is in the Grade A entertainment class. It has the same combination of writing and acting, and Harold S. Bucquet has directed it with the same fine understanding that marked the initial

(Continued on page 40)

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See Page 41

PROGRAM EXCHANGE

Floyd's Institutional Message Could Well Be Used By Other Members

We had hoped—oh well, what does it matter what we had hoped? We wanted this morning to be bright and clear. We wanted the sunshine to cast its beam through our office window. We wanted to hear birds singing. We wanted to feel balmy breezes on our brow as we wrote this week's discussion of the Program Exchange.

But, alas! It was not to be. Dark clouds hang overhead. Rain falls from the sky above to the streets below. Our inspiration has failed to take shape. But here we are, in spite of the weather, ready to talk about programs and things closely allied with programs. First thing we'd like to say is that we hope you are exchanging, and that if you're giving, but are not receiving, we'd like to know about it.

If we're not mistaken, in this department a few weeks ago we mentioned a by-line article under Floyd Faubion's name, which appeared in a Teague, Texas, newspaper. You could probably adapt the article to your own use. Here it is:

"Just a few steps from home, a different world, a place to 'get away from yourself,' where you can lose yourself to your emotions.

"You have a schedule of work, why not a schedule of play? Do not permit life to cheat you out of the hours that thrill! They are the silver lining of either dish-washing or business worries. All of us, rich or poor, smooth hands or rough, have a right to a certain amount of healthful excitement, entertainment, adventure.

"The Star Theatre, then, is the place where happiness can be found. Its friendly atmosphere, its comfortable seats and its policy of presenting only the best in motion pictures will make your visit an enjoyable and entertaining one.

"Surely you will want to take advantage of an opportunity that will make you forget the treadmill of everyday life and leave you with a memory for days to come. Then don't miss the bargain nights at the Star . . . Nowhere can you get so much genuine happiness for so little than at the Star Theatre."

A minor change here and there, according to your theatre's policy, and you have a swell institutional plug to use in your program or in the newspaper. Thanks, Floyd.

From the advertising department of Loew's theatres here in New York we are in receipt of a small newspaper known as the *Students' Screen Forecast.* Here, indeed, is a publication of a different type and directed not to patrons generally, but to students. There's a lot of material on coming attractions, a picture-of-the-month selection, a biography of Mickey Rooney, a cartoon feature which you'll always find in MGM press books, a recommended list of books to be read in conjunction with "Union Pacific," and many other interesting stories and features. *Students' Screen Forecast* is issued monthly.

Wouldn't the showman be enterprising who, in addition to his regular house organ, issued a publication solely for the interest of students? Remember, they're the adults of tomorrow, and winning their goodwill and patronage now will assure you of it for years to come. Loew's has the right idea, we believe.

Up in Tilbury, Ontario, Canada, Harland Rankin staged a contest on "Blondie," which he announced via handbills. It was open to boys and girls under 16 years of age, who were to submit drawings, either in pencil or colors, of Blondie. We didn't hear the results before this was written, but we're willing to bet that there were plenty of contestants.

Well, we think we've said enough for this week. And believe it or not, just as we near our final words, the rain stops and the sun begins to peep from behind the clouds. That's the weather for you. And here's the end for you until next week.

P.S. Just received a message from Maurice Osterman, who publishes *Movie Guide* for 12 Shea Theatres, in which he says that he has forwarded his paper to every member of the Program Exchange. Now members, won't you reciprocate? Send yours to Osterman. By the way, his name was misspelled in the list of new members in the issue of April 15. We left the "t" out, but now we're going out for it (the tea, we mean). Will have more to say about Osterman and his *Movie Guide* next week.


STUDENTS SCREEN FORECAST

Students Screen Forecast

LOEW'S SPRING LINE UP OF HITS

Good-Bye Mr. Chips, "The Hardy's Ride High" and "Wizard of Oz Among Them

IT'S TRUE!

Those Loew's Twins!

Did You Know That . . .

RAILROAD HISTORY MAKES GOOD READING

Mickey Rooney Plays Juliet. Walter Connolly Is Romeo

Take-Off on Shakespeare a Richest Sequence in Huckleberry Finn

Swell Editorial Page

We've forsaken the front page this time to give you a peek at the editorial page of Loew's (N. Y.) paper published solely for students. An analysis of the paper is contained in the accompanying article.

— *Your Application Blank* —

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....

Showmen's Parade

WILLIAM A. CLARK has taken up his duties as manager of all RKO Theatres in Dayton, Ohio, following the resignation of MILLARD M. BLAETTNER. GOODWIN SABLE, who has been managing the State, was shifted to the Colonial, while WILLIAM WEAGLEY, assistant at the Colonial, was promoted to the managership of the State. ROBERT TUCKER, chief of service at the Colonial, becomes chief of service there.

PHILIP WALLIS has been assigned to manage the Rex Theatre, Bakersville, Calif., by Fox West Coast who recently took over the house.

MARTIN SEED has been appointed manager of the new State Theatre, Erie, Penna. The house was formerly called the Palace. SEED is the son of HARRY SEED, manager of the Warner Branch in Pittsburgh.

LOU BOLLANDER, who formerly managed the Colonial Theatre, Lancaster, Penna., has been shifted to the Tioga in Philadelphia.

The Comerford Circuit announces a number of changes in management. PAUL TIGHE has been transferred from the Roman Theatre in Pittston to the Penn in Wilkes-Barre, Penna. MARK LEVAN has replaced him at the Roman, having shifted from the Parsons. TOM CAREY has been assigned to the Orpheum. GEORGE HORLACHER has gone from Kingston, Penna., to the Parsons, his place being taken by FRED LEE. JOE KEARNS has been appointed to the Comerford in Scranton and JOE COMERFORD has been transferred from Mauch Chunk to the Feeley in Hazleton.

Springfield, Ill., Premiere For "Young Mr. Lincoln"

Springfield, Ill., Abraham Lincoln's home city, has been chosen by 20th Century-Fox as the scene of the world premiere of its picture, "Young Mr. Lincoln". With Marian Anderson, famous Negro contralto, singing a group of songs as one of the features of the event, "Young Mr. Lincoln" will be screened the night of Memorial Day at the Fox-Lincoln Theatre, Springfield, before an invited audience of state governors, university presidents, historians and other distinguished guests.

It is in Springfield that the greater part of the story of "Young Mr. Lincoln" takes place. The film deals with the Great Emancipator's early career as a lawyer and legislator in Illinois, and culminates with his marriage to Mary Todd while he was practicing law in the Illinois city.

Governmental notables invited to the premiere include the Governors of Illinois, Indiana, Iowa, Kentucky, Missouri, Wisconsin, Ohio, Michigan and Kansas; the U. S. Senators from Illinois; and members of the Illinois legislature, courts and bar. Leading biographers of Lincoln, presidents and history department heads of leading universities in the East and Middle West also will be invited, together with motion picture critics of newspapers in principal cities of the same area. Special cars will be added to regular trains from New York and other key points to carry the premiere guests to Springfield. They will reach Springfield May 29th, and leave the morning after Memorial Day.

Selling the Picture





Activities For Hartford Premiere

As part of the whirlwind campaign that launched the world premiere of Monogram's "Streets of New York" in Hartford, Conn., Mayor Thomas J. Spellacy (top) bought the first ticket for a benefit performance of the film. A group of newsboys (bottom) broadcast a 15-minute radio dramatization over Station WTHT.

Rialto Capitalizes On Anti-Spy Campaign For Run Of Spy Film

Numerous articles in current newspapers centered around the government's anti-spy campaign have been used for a lobby blow-up display at the Rialto Theatre, New York, hooking in with "They Made Her a Spy," the drama of espionage featuring Sally Eilers.

The Navy Department recently came out with placards warning against women spies and lengthy articles on this were used by the *New York Herald Tribune* and the *New York Journal American.*

This type of article enlarged for lobby display heightens the public interest in the current cycle of spy films such as "They Made Her a Spy" which has a locale of our national capital and deals with foreign intrigue.

Golden Crashes Dailies With Easter Stunt on "Castles" Film

Manager Jay Golden of the Palace Theatre, Rochester, New York, made the Easter Week fashion parade mean something to his boxoffice as he hooked up for "The Story of Vernon and Irene Castle" with E. W. Edwards and Son for a fashion award.

Golden and the store worked out the plan of giving a Castle hat to each of the three best-dressed women passing through the lobby on Easter Sunday. A committee made the selections and candid cameras clicked for negatives that meant newspaper breaks. The department store backed the plan further with a fine window display of Castle hats and co-operative advertising in the *Times-Union.*

Goodwill Should Be Essence Of Your Memorial Day Observance

It Is Not to be Taken As An Occasion for the Plugging of Attractions

TUESDAY, May 30, will be Memorial Day. It wil be observed in all the States, Territories, District of Columbia and Colonial Possessions with the exception of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Tennessee and Virginia.

In bringing its observance to your attention, we do so not because we think you should regard it as an opportunity to go in for high-pressure exploitation and ballyhoo, but because we fully believe that aggressive showmen can win themselves much goodwill by tying in with the purpose of the occasion.

Book Outstanding Program

As on Mother's Day and other holidays, you'll want to book an outstanding program of features and shorts. It is our opinion that if you ordinarily run double features, you would do well to deviate from the custom at least for Memorial Day, and book one strong feature with several appropriate shorts to balance it.

If you have not yet played Warners' Technicolor subject, "Lincoln in the White House", you would be wise to include it in your Memorial Day bookings. Even though you may have played it comparatively recently, it is of such high quality as to merit a return date. On last year's program Columbia released a Community Sing entitled "Patriotic Songs" which would fit in well. Contact your Columbia exchange for arrangements to book it or to repeat it in case you played it during the past season.

MGM's "A Perfect Tribute", which was produced about four years ago with the late "Chic" Sale in the starring role, may still be available for your use on Memorial Day. If we were an exhibitor, we would have made it a point long before this that "A Perfect Tribute" must be on our program every Memorial Day. Better contact your MGM exchange to determine whether or not prints are still in circulation.

Silent Tribute

Some time during the day, it would be fitting and proper to stop the show and have a local dignitary urge the audience to pay silent tribute to our soldier dead. Someone on the stage could sound taps. Trailers for this purpose are in all probability available from the trailer companies.

Memorial Day services are usually held at the cemetery. But in case of rain, you could arrange to donate your theatre during the morning for special services. The public, together with clubs and auxiliaries, ministers and city officials should be brought together to make the services a citywide observance. By holding them shortly before the house is scheduled to open, there is a greater chance of those present leaving for a bite of lunch and returning for the afternoon performance than there would be if the services were held early in the morning. It all depends, of course, upon the time you open your theatre.

As a goodwill gesture, invite disabled war veterans to be your guests at one of the performances on Memorial Day, preferably in the afternoon. Stories about this should appear in advance in the newspapers.

Help Poppy Day

Every year on Poppy Day, which is usually a Saturday or two before Memorial Day in most states, disabled war veterans sell poppies. Often they are assisted by girl members of various clubs and sororities. Why not permit the veterans or girls to set up a stand in front of your theatre or in the lobby and offer their poppies for sale in either of those spots?

Remember, your activities for this day must be in the spirit of goodwill. Don't take advantage of the occasion to exploit your attractions; you have 364 other days in the year for that. Be dignified in whatever activities you participate. It's the one way of maintaining present patronage and winning new friends for your theatre.

Parade Stops Traffic

Buenos Aires, Argentina—For the opening of "Lord Jeff" at the Gran Cine Rex, arrangements were made with the local naval academy for a special showing at the theatre. On the day before the opening, two hundred pupils, in addition to the large academy band, paraded to the theatre, and stopped traffic as well. Every newspaper had a photographer covering the stunt, which was prominently reviewed by the press.

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Broadway Serenade	April 1
Christmas Carol	Dec. 10
Cowboy and the Lady	Dec. 3
Dark Victory	Apr. 22
Duke of West Point	Dec. 31
Flying Irishman	March 11
Gunga Din	Jan. 28
Hardys Ride High	Apr. 22
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Idiot's Delight	Jan. 21
Jesse James	Jan. 21
Kentucky	Dec. 31
King of the Turf	Feb. 25
Little Princess	Mar. 4
Made For Each Other	Feb. 18
Man of Conquest	This Issue
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	Mar. 18
Stand Up and Fight	Jan. 7
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Sweethearts	Dec. 24
Tail Spin	Feb. 4
Thanks for Everything	Dec. 17
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Topper Takes a Trip	Jan. 14
Up the River	Dec. 3
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Zenobia	Mar. 18



Spectacular American Epic Designed for Showmanship

An SIB Showmanalysis
(REG. U. S. PAT. OFF.)

SO many superlatives have been accorded Republic's "Man of Conquest" in the trade press by this time that the exhibitor who hasn't heard about this important historical drama must be out getting a beer or is perhaps away on a vacation.

Some of you may have your dates set. Others may be deferring their date-setting either to give the film preferred playing time or because they still may be a little dubious despite reports. If you're awaiting a preferred date, you're wise. "Man of Conquest" deserves it. Don't "throw it away" by setting it in a date ordinarily reserved for your average program pictures. On the other hand, if you're still dubious about its merits, we can only advise you to arrange to have the picture screened in your own theatre, or to attend a screening at your Republic exchange. Following this, it is our opinion that you'll jump at the chance to give it your best playing time.

"Man of Conquest" is not only fine entertainment, but a film into which you can sink your exploitation teeth. There's no need to worry about having something big on your hands with no way to sell it. "Man of Conquest" seems to have been designed for those showmen who revel in going out and staging a rousing campaign. It's the kind of picture that builds from word-of-mouth, but if you want that word-of-mouth to be extensive, you've got to do a selling job that will have crowds milling around your box office on the opening day.

Before we go into an analysis of the campaign, we should like to call your attention to the cast and credits box on this page. It is our intention to make this a part of every Showmanalysis so that when we refer to a particular player or the character he or she portrays, you can tell at a glance to whom we have reference. Too, you may not have a press book handy, and if you want to prepare publicity for your program or the newspaper, the essential credits will be at your fingertips. Those exhibitors who print the cast in their programs can conveniently clip the box from this page. There are other ways, we believe, in which you will be able to put the cast and credits box to good use. We should like your reaction to this additional service. Just drop us a line.



You Can Duplicate This

Here's a section of the crowd that packed the streets in front of the Majestic for the world premiere of "Man of Conquest." By putting on a big campaign, you should be able to practically duplicate this scene. Note pennants, flags, etc.

Timely As Tomorrow's Paper

And now to get back to "Man of Conquest." Here's a film that's as timely as tomorrow's newspaper. The stirring story of Sam Houston embodies the spirit of freedom—a freedom that is possible only in a democratic country such as ours. Such catchlines as "America, First, Last and Always" and "Democracy fights Dictatorship as Sam Houston Takes the Reins of An Empire and Cuts the Path for the Future of a Free America" breathe the very spirit of Freedom. There are many others equally as effective.

Use these lines in your teaser campaign. Put them at the bottom of your current ads. Run small teaser ads on different pages of the paper, utilizing a catchline, then the title, and the line, "The Mightiest American Epic Since 'Cimarron'." However, we hardly think we'll have to advise you in this respect, for when you see the ads and catchlines in the press book, you'll have a wealth of ammunition for your teaser and current newspaper advertising campaign. And those ads used for the Houston, Texas, world premiere will, with a little revising on your part to make them suitable for your own situation, dominate the amusement pages. If you can possibly do so, extend your ad budget to include these marvelous layouts.

If we were playing "Man of Conquest," we'd make it a point to have an advance premiere. Ordinarily, the opening night is the occasion for celebrities to attend the performance. In this case, for the sake of endorsements, word-of-mouth and cooperation, we'd make this occasion at least a week or two weeks before the film is scheduled to open.

Announce that "Man of Conquest" will have its premiere in your city following the early evening presentation of your current program. Announce, too, that educators,

Here Are Your Cast and Credits

Sam Houston .....RICHARD DIX
Margaret Lea .....GAIL PATRICK
Andrew Jackson ....EDWARD ELLIS
Eliza Allen .....JOAN FONTAINE
William Travis .....Victor Jory
Davey Crockett .....Robert Barrat
Lannie Upchurch .....George Hayes
Stephen Austin .....Ralph Morgan
Jim Bowie .....Robert Armstrong
Santa Ana .....C. Henry Gordon
Mrs. Lea .....Janet Beecher
Oolooteka .....Pedro de Cordoba
"Deaf" Smith .....Max Terhune
Mrs. Allen .....Kathleen Lockhart
Jonas Lea .....Ferris Taylor
John Hoskins .....Leon Ames

A REPUBLIC PICTURE. *Associate Producer,* SOL C. SIEGEL. *Directed by* GEORGE NICHOLLS, JR. *Musical Score by* VICTOR YOUNG. *Screenplay by* WELLS ROOT, E. E. PARAMORE, JR., JAN FORTUNE. *Original Story by* HAROLD SHUMATE, WELLS ROOT. *Production Manager,* AL WILSON.

the Mayor and other city officials, the heads of civic clubs and women's organizations, the heads of patriotic organizations, and other prominent folk will be present. Although this suggestion is strictly up to you, it might be a good idea to sell reserved seats at a slightly higher price than the regular admissions. Celebrities might be charged, say $5.00 each, to attend the premiere, a percentage of the receipts to go to the local Community Chest fund or for some other worthy purpose. Remember, only you know your local conditions, so think the matter over carefully before you undertake it.

Send Invitation to Governor

Otherwise, let the prominent folk be your guests on that evening, admitted by invitation only. Rope off a section of the auditorium for them. Others who wish to attend the premiere may do so at a slight increase in admission prices. If you can get the Governor, or even his lieutenant, to be on hand and deliver a short address before the film starts, so much the better.

The front of the theatre, of course, should be bright and festive. Flags should be draped above and at each end of the marquee. A large valance should be suspended from the marquee all the way around. Colorful pennants should extend from the top of the building down to the marquee. Effective, too, if permitted by the city, would be to place a banner across the street. There should be giant spotlights to make the vicinity in which your theatre is located the brightest spot in town. If there is a local radio station, arrangements might be made to have the premiere broadcast. You could make the occasion so important that, failing a local station, arrangements might be made for the station nearest you to be on hand with their equipment to pick up the proceedings.

That's the general outline for your advance showing of "Man of Conquest." By means of invitations mailed to a select list, by means of newspaper ads, handbills and your screen, and by means of newspaper publicity you should make it generally well known that the premiere is to take place. The more importance you attach to it, the better will be your business when the regular engagement begins.

And here are the results that should accrue from your premiere. First, you'll have the whole town talking. Distinguished personages will endorse the film to members of their organizations and urge them to see it. Educators will see to it that "Man of Conquest" is talked-up in the schools; they'll be in a more receptive mood to cooperate further with you. Newspaper cooperation, plus editorial comment, is certain to be forthcoming. No matter what tieups you seek to make, your chances will be a hundred per cent better following the premiere. That's why we advise you have it take place in advance.

Find Natives of Texas

As you know, "Man of Conquest" is a saga of Texas. Probably there are residents in your community or the surrounding countryside, who are natives of the Lone Star state. Conduct a search for them and make each the subject of a newspaper feature story. Or have certain events of their Texas days dramatized over the radio. Invite them to be your guests.

We believe this film worthy of a proclamation issued by the Mayor. If he has attended your advance premiere, or a special screening, you may be certain he'll issue one.

"Man of Conquest" has an imposing cast headed by Richard Dix, Gail Patrick, Joan Fontaine and Edward Ellis. Let the folks know that this is the Dix of "The Vanishing American," of "Redskin" and of "Cimarron." Remind them that Edward Ellis' splendid portrayal of Old Hickory is even greater than his role as the small town doctor in "A Man to Remember." Miss Patrick and Miss Fontaine have their admirers who you can reach by means of special newspaper stories, and by contests with feminine appeal.

For instance, the gowns worn by the two players were gowns which "could easily take their place among the foremost creations of this day." Get some stills in which the gowns are shown off to advantage, and conduct a contest among would-be designers to design present-day gowns using those shown in the stills as the basis for their sketches. You might even arrange a window display in connection with this.

Look at page 12 in the publicity section of the press book and you'll note miniature biographies of the players—14, to be exact. You could utilize these biographies in a two-week contest, using one a day. The idea is to scramble the cuts and biographies. Contestants are asked to save them each day, and then at the end of the competition to submit them correctly coupled, along with a short letter on the subject, "Why 'Man of Conquest' Should be Seen by Every American."

Be Sure to Contact Schools

Don't forget that one of your best avenues of exploitation is through the public schools. Students can participate in an essay contest dealing with Sam Houston or the period in which he lived. The story of Texas could be a subject, too. Heralds or blotters could be distributed, and announcements of your showing could be posted on the bulletin board and advertised in the school paper. *Study Guides* are available; distribute them to the schools for the teachers to use in discussing the film. In conducting contests it is well to require that those who wish to participate must first see the picture.

We haven't suggested everything you can do in the way of exploitation—it would take much more space than we can devote to it here. But we believe we have given you basic ideas from which there will be an outgrowth of more stunts. This Showmanalysis, your press book, and your own ingenuity should serve you well in planning a campaign as important as the film itself.



Brilliantly Colored Poster

In black and white, this 6-sheet would stand out. In brilliant colors its flashy appearance will certainly be seen by anyone who has eyes. Use plenty of posters for extra profits.



Smashing World Premiere Layouts Available For You

The smashing ads reproduced above were used for the world premiere in Houston, Texas. With a few revisions here and there, you can transplant them to the amusement pages of your local newspaper. They sell the magnitude, the romance, the important cast, the memorable high lights of the story of Sam Houston. They're more than worth their cost in space when you consider their value.

Active Exploitation Campaign Prepared By Monogram For Its Film, "Mystery Plane"

Monogram has lined up a bang-up exploitation campaign on "Mystery Plane," first in its "Tailspin Tommy" series. The cartoon strip appears in more than 300 daily newspapers reaching 15,000,000 readers.

Personal letters have been addressed to over 150,000 members of the "Tailspin Tommy Flying Club" by Hal Forrest, creator of the strip, telling them about the picture.

A 5-chapter serialization, in 1000-word chapters, has been furnished newspapers carrying the strip. Scene mats are also available to illustrate the serialization.

Grosset and Dunlap, publishers of "Tailspin Tommy" in book form, are cooperating with complete credit to Monogram and "Mystery Plane" on the book jacket. In addition, they are supplying their book stores and other outlets carrying the editions, with large display cards in color, with reproductions of scene stills from the picture, in size 14x22. The Whitman Company also publishes the midget 10-cent editions of "Tailspin Tommy."

Special Contest Kit

Arrangements have been made with the Ideal Airplane and Supply Company whereby the local exhibitor is offered a specially prepared contest kit containing all material necessary for conducting a local contest. The kit also contains, at nominal prices to the exhibitor, Ideal's exclusive moulding process called the Moulded Fuselage Kit, the first of its kind. It also includes a metal propeller, printed Balsa Wings, tail and rudder, finished wheels, cement, moulded or turned engine nacelles, colored insignias, and full sized plan.

Membership cards in mat form have been designed for formation of local "Tailspin Tommy Movie Clubs." National Screen Service has prepared a special trailer to promote memberships in these units. A Movie Club button is also available, which features the likeness of John Trent, who plays "Tailspin Tommy" on the screen. "T.T." wings have been advertised in the comic strip and can be purchased from the Southern California Trophy Company.

Six national promotions with prominent manufacturers have been closed on the series. The makers of Sherman bow ties, on sale from coast to coast, are cooperating, and dealers have been furnished with easel back displays plugging John Trent. Blow-ups and dealer displays have been made up by S. Weitz on a topcoat promotion on Trent and the picture. Cohen & Rosenberger, makers of Coro pearls, are featuring a still of Marjorie Reynolds, heroine of the film, in their jewelry outlets, wearing their costume item, with a plug for the picture. Ritter & Ritter, handbag manufacturers, have made up displays for their dealers showing Miss Reynolds with one of their handbags. Saybury Robes' promotion campaign in behalf of the hostess coat worn by Miss Reynolds, features playdate cooperation and dealer advertising.

Kumler Uses Parachute Ballyhoo

Owner John Kumler of the Pantheon Theatre, Toledo, O., used a plane from which were released hundreds of parachutes as a ballyhoo for "The Flying Irishman." First a special story appeared in the *Toledo Blade* announcing that the chutes with pass attached would be released at noon on the following day. Just before the parachutes were released eight government bombers flew over the district, apparently on their way to Detroit. "Flying Irishman" was stamped on each parachute.

Two Outstanding Pressbooks

Two special press book campaigns have been issued to exhibitors by the Warner home office advertising and publicity department on "Dodge City" and "Dark Victory."

Both books combine a wealth of stunts, stories, art and accessories which have been designed to assist exhibitors in planning any and all types of campaigns. The national campaign for "Dodge City" is given in the book on that picture, and the three complete campaigns stressing the class, Academy award, and romantic angles of the film are stressed in the book on "Dark Victory."

Showmen should welcome these two outstanding campaign books on two outstanding productions.

Theatre's Own Fashion Show Breaks Vernon Theatre Records

A new house-record for evening business was established at Schine's Vernon theatre, Mt. Vernon, Ohio, in the late Spring season, when a style show produced and staged by Schine's publicity man, Kroger Babb, in cooperation with a leading department store, did a record evening's gross. The crowd, lined for two blocks at opening time, forced out the SRO sign at 7:30 P. M.

Ninety garments were modeled by 40 local girls in 32 minutes. A special promenade walk, extending from the stage out over 10 rows of seats and enabling the girls to strut their stuff over the audience's heads, was the feature of the production. Jim Platt, manager of the Vernon, who assisted in the arrangements, classed the event as the most outstanding in his 30 years of show business. The cooperating department store paid all costs.

Money Dates

MAY

28th

DIONNE QUINTUPLETS born, 1934. Now is the time to play one of their features or one of the shorts which has been made featuring them every year. Tie up with stores selling merchandise endorsed by Dr. Dafoe.

29th

RHODE ISLAND JOINED THE UNION, 1790. This is a great day to observe this occasion because of the World's Fair, so theatres in Rhode Island should take special note of this date.
WISCONSIN JOINED THE UNION, 1848. Ditto for the exhibitors in the Badger State.

30th

MEMORIAL DAY. Observed in all except the Southern States. See story on page 13 of this issue on how to observe this occasion.

JUNE

1st

KENTUCKY ENTERED THE UNION, 1792. See under May 29th above.
TENNESSEE JOINED THE UNION, 1796. Ditto.

3rd

CONFEDERATE MEMORIAL DAY in the South. It is also Jefferson Davis' birthday. See the story on Memorial Day on page 13 and adapt these suggestions.

Moving Week Slogan

Realizing that the period around May 1st is when people will be moving into new vicinities, this catchy slogan is advised for Warner theatres in the Chicago area: "New Patronage Invited and Encouraged . . . Old Patronage Fostered and Maintained." A lot of theatres in a lot of areas could use the same slogan to good advantage.

One Smart Tieup

Manager Matt Saunders, of Loew's Poli Theatre, Bridgeport, Conn., hit on the right angle for a full-page newspaper cooperative page advertisement when he approached the local bakery with the idea that "Smart Girls Grow Up and Let a Baker Do Their Baking." He knew, too, that Jack Mulhall, who plays the butler in Universal's "Three Smart Girls Grow Up," starring Deanna Durbin, was a Bridgeport boy, so he made the most of it. Seems to us that you can profit from Matt. Incidentally, you could adapt the idea for restaurants on the theory that when smart girls grow up and get married, they let the restaurant do their cooking. Or you might tie in with a local laundry. Anyway, there's always more than one way of "skinning a cat."



A COMING EVENT..



WM. S. HART

IN A ROARING, SURGING WESTERN OF WESTERNS!

TUMBLEWEEDS

IN SOUND!

THE GREATEST REVIVAL IN THE HISTORY OF FILM!

GREATER IN ITS EPIC STORY TELLING THAN ANY FILMED BEFORE ... BIGGER THAN ANY ATTEMPTED SINCE! ...

THE MADDEST RUSH FOR FREE LAND IN HISTORY ... (The Cherokee Strip) ... WITH THE STAR *DEMANDED* BY MILLIONS!

ASTOR
PICTURES CORP.
Showmanship for Showmen
1270 SIXTH AVE.
RADIO CITY, N.Y.

SOON ↓ ***THE MAN WHOSE BOOTS THEY'RE TRYING TO FILL!***

AVAILABLE IN ASTOR EXCHANGES IN ALL KEY CITIES

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

Sol Lesser is preparing "Everything on Ice", first starring picture for six-year-old Irene Dare, to follow immediately on conclusion of "Way Down South", Bob Breen feature now in production. It is likely that the area near Salton Sea in Imperial Valley will be used for location sequences.

John Brahm was given his next directorial assignment at Columbia, following his return from New York where he attended the premiere of his last picture, "Let Us Live". Brahm will direct Edith Fellows in "Five Little Peppers and How They Grew", scheduled to begin next month.

Gordon Jones has been added to the cast of Paramount's "Disputed Passage", screen version of the best-selling novel by Lloyd C. Douglas, which Frank Borzage is directing, under the production wing of Harlan Thompson. Dorothy Lamour and Akim Tamiroff have the principal roles.

Success of their first appearance together in "Lighthorse Harry", which is still in production at Warner Bros., has influenced the studio to seek additional vehicles in which Bert Wheeler and Marie Wilson will be teamed. Already on their schedule is "The Poor Nut", with a third story being sought.

Composing, arranging and conducting the musical score for "Gone With the Wind" will be the assignment of Max Steiner, under the terms of a contract signed last week with David O. Selznick, president of Selznick International.

Abner Biberman, who attracted wide praise for his role of the native chieftain in "Gunga Din", will play John the Baptist in "The Rains Came", which 20th Century-Fox is filming under the direction of Clarence Brown. Tyrone Power, Myrna Loy and George Brent star in the picture.

Sylvan Simon has been assigned to direct MGM's "Dancing Co-ed" starring Eleanor Powell. The picture will go into production before the Fred Astaire-Eleanor Powell co-starrer, "Broadway Melody of 1940".

Universal's "Modern Cinderella", co-starring Irene Dunne and Charles Boyer, is scheduled to start the first week in May with John Stahl as producer-director. The script was held up for changes due to Boyer's accent, and the re-write is expected to be finished on time.

Production was started this week on Republic's "Mountain Rhythm", newest Gene Autry starrer, under the direction of "Breezy" Eason. June Storey has the feminine lead and Smiley Burnette the comedy spot.

Archie Mayo has been loaned by Samuel Goldwyn to Producer Walter Wanger for the direction of "House Across the Bay", Joan Bennett's next starring vehicle. The start of filming will be determined when Wanger's current production, "Winter Carnival", is completed.

James Dunn was signed to a long-term contract by Sam Katzman of Victory Pictures, and will star in a series of eight action melodramas. The first of the series, scheduled to start within two weeks, is an aviation yarn, tentatively entitled "Wings of Steel".

Boris Morros has purchased the rights to Jules Verne's adventure classic, "Around the World in Eighty Days", for production immediately following his Laurel-Hardy starrer, "The Aviators." "Dedee of Antwerp" will be the third picture on Morros' schedule.

"Abe Lincoln in Illinois", now in its seventh month on Broadway, will be produced by Max Gordon and Harry Goetz as a major picture for RKO this year. Raymond Massey, now portraying Lincoln in the footlight production, will be starred on the screen in the same role.

Harrison Jacobs turned in the completed script of "Argentina", the next "Hopalong Cassidy" picture to be produced by Harry Sherman for Paramount. The picture, which will star William Boyd, will follow Sherman's "The Double Dyed Deceiver", the O'Henry story that will be directed by Ed D. Venturini.

June Lang and Dick Foran have the leads in Universal's "Inside Information" with Charles Lamont directing from the screenplay by Robertson White. It is now in production under the production wing of Herman Starr.

Monogram's "The Girl From Nowhere", starring Warren Hull and Ann Nagel, got the starting gun this week from associate-producer Frank Melford under the direction of Lambert Hillyer. Melford has one more to finish on his present Monogram contract.

Hal Roach has set "A Chump at Oxford" as his first four-reel Stan Laurel-Oliver Hardy picture for United Artists release. Shooting is scheduled to start around May 15 from a script now being written by Harry Langdon and Charles Rogers.



Her 75th Birthday

Harry M. Warner and Jack L. Warner congratulate May Robson in honor of her 75th birthday. Jack Warner was host at a birthday party held on the Warner lot.

Twentieth Century-Fox to Make Another Sherlock Holmes Picture

As a result of the success of "The Hound of the Baskervilles", Darryl F. Zanuck, 20th Century-Fox production chief, announced that another picture based on the exploits of that master-detective of fiction, Sherlock Holmes, is to be rushed before the cameras.

Basil Rathbone will again portray Sherlock Holmes and Nigel Bruce will once more be Dr. Watson. The screenplay for the new production has been written by Edwin Blum and Gene Markey, who was associate producer on the last tale, and will serve in a similar capacity on this. A director will be assigned shortly, together with the supporting cast.

Studio Visit

B. A. "Dutch" Stover, operator of the Capital and Liberty Theatres, Bend, Oregon, and Mrs. Stover are here shown as guests of Janet Logan, left, and John Howard, right, on the set of "What a Life" at Paramount during their first Hollywood visit. A crack golfer, Stover discussed the pasture game with Howard between scenes.



WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

We had the pleasure of being one of the 300 guests at the luncheon tendered to May Robson, on the occasion of her 75th birthday, at Warner Bros. studio . . . and we nominate her the "champion oldtimer" of all time. What we would give to have her sense of humor, when (and if) we reach that mark. Many, many happy returns, May.

Kibitzing with Bill Boyd and the gang on the set of Harry Sherman's latest Hopalong, "Lawful Outlaws", just returned from location at Lone Pine. Understand that Russell "Lucky" Hayden bought himself a half-interest in the movie house at Port Chicago, Calif. How about booking a few "Hoppy's", Russ?

We should call him "Million-Dollar-Thrill Zanuck" for this one. First he will spend $500,000 to build an entire city for "The Rains Came," and then he will spend another $500,000 for the flood and earthquake that provide a double climax for the yarn.

Newest producing company in Hollywood is Boris Morros Productions, Inc, recently incorporated in Sacramento, Calif. Morros plans to produce pictures as remakes of outstanding French films, and has three lined up for early start. Samuel Rheiner is vice-president and treasurer of the new company.

Ann Sheridan is Warner's "oomph" girl, and Columbia University students pick Joy Hodges as Universal's "yumph" girl. Let's be original and pick MGM's Myrna Loy as "just-plain" girl . . . which should double and redouble the other two.

Columbia has a swell little offering in "Blind Alley", the Chester Morris-Ralph Bellamy co-starrer previewed this week. Charles Vidor's direction deserves some special raves together with the swell trouping of the entire cast.

John Wayne in "Colorado"

Republic's first step in starring John Wayne, following his success in Walter Wanger's "Stagecoach", will be the leading role in "Colorado". The studio plans to give "Colorado" the same production treatment it gave "Man of Conquest," its successful picturization of the life of Sam Houston.

"Boycott" to Tell Bund Activities in U. S. A.

"Boycott", a film which will expose the activities of the German-American Bund in the United States, has been announced by Warner Bros. as a forthcoming Bryan Foy production, and will continue the trend begun by the studio with "Confessions of a Nazi Spy".

The leads in the new picture will be played by Alan Hale and Lya Lys, who will enact a German-American couple who become involved in Bund activities. Newsreels of the recent Bund meeting in Madison Square Garden in New York will be incorporated in "Boycott". The screenplay is now being written by Lee Katz and Vincent Sherman.

Fine Arts and Grand National Sign New Deal for 12 Pictures

Fine Arts Pictures signed a new deal with Grand National under which the former agrees to resume immediate production. Fine Arts is also turning over the negative on "Panama Patrol", made for Grand National and later withdrawn.

Franklyn Warner, Fine Arts president, will start casting two more vehicles, "Dead Man's Cipher", which Charles Lamont will produce and direct, and "Full Speed Ahead", with John Rawlins directing. Also ready for early production are "Trouble in the Pacific" and "Wonder World", to be made as specials on a budget of over $200,000.

Charles Lamont is due back on his home lot as soon as he completes his present assignment at Universal, "Inside Information".

Warden Lawes in Own Picture

Columbia announced that Warden Lewis E. Lawes of Sing Sing prison, one of the world's foremost penologists, has been placed under contract to write the original story for a film tentatively titled, "Men in Sing Sing". Warden Lawes will personally appear in an important role in the picture. Production is expected to start in a few weeks.

"Ruler of the Seas" Starts

Starting on schedule, "Ruler of the Seas" was put into production last week by producer-director Frank Lloyd. All of the picture's principals, Douglas Fairbanks, Jr., Will Fyffe and Margaret Lockwood, were called for the first scenes filmed. In addition to Lloyd's activity at the studio, a second unit directed by Jim Havens will leave in a few days for a month's shooting off San Miguel Island, on two period ships.



A Future Contender?

Andrew McLaglen (left), 19-year-old son of screen star Victor McLaglen, visits his father, starring in Universal's "Ex-Champ" and Vic's leading lady in the film, Nan Grey.

Paramount Closes Deal to Build $12,000,000 Studio with 26 Stages

A deal was closed last week for the purchase of 150 acres on Pico Boulevard, on which Paramount will construct a new $12,000,000 studio with twenty-six sound stages, as soon as construction plans are completed. Present plans call for an administration building on Pico Boulevard.

The new tract is only a short distance from 20th Century-Fox studios, and only 10 minutes from the heart of Hollywood.

Building of the new plant will be made in easy stages, with location sets going up immediately, to be followed by the first two sound stages. Gradually other units will be added until the entire production will be moved to the new studio. All of the units will be equipped with every device for the production of television pictures.

New Portable Sound Recorder

Motion picture production requirements for quick mobility and minimum weight of auxiliary equipment on both stage and location shooting, has resulted in perfection of a lightweight sound recording system, with total weight of less than 200 pounds. Perfection of the new system was disclosed at the annual spring convention of the Society of Motion Picture Engineers by F. L. Hopper of Electrical Research Products.



Calling the Play

Director Mal St. Clair in beret and black and white shoes, tells his cast in "The Jones Family in Hollywood" just how he wants the next scene played. Lined up before him are Jed Prouty, June Carlson, Spring Byington and Florence Roberts, all members of the family. The scene they're going to do is one in which their automobile and trailer is demolished. In this film 20th Century-Fox pokes a little fun at itself and the other studios.

Gable and Loy in "Road to Rome"

Clark Gable and Myrna Loy are to be co-starred in "The Road to Rome" at MGM. Miss Loy will bring to the screen the character which Jane Cowl originated on the stage in the Robert Sherwood play. Plans are to start production as soon as Gable completes his role in Selznick's "Gone With the Wind", now in production. "Road to Rome" will be produced by Joseph Mankiewicz.

Univ. Holds Last Regional Meet

Universal Studio executives held their last regional sales convention in San Francisco last week, with Joe Pasternak and Harry Edington as special guests. The studio was represented by J. Cheever Cowdin, Cliff Work, Matty Fox, Milton Feld, John Joseph and David Lipton. Both Pasternak and Edington addressed the convention on their respective production plans for the 1939-40 program.

RULING FAVORITES

EASTMAN'S three new motion picture negative films have quickly established themselves as the favorites of the industry. *Plus-X* for general studio work . . . *Super-XX* for all difficult exposures . . . fine-grained *Background-X* for backgrounds and all-round exterior work. Each makes its special contribution, and all have that typical reliability closely identified with Eastman films. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Plus-X* . . .
Super-XX* . . . *Background-X

STR PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

April 29, 1939

Whose Product?

THEATRE equipment manufacturers and distributors are showing a keen interest in the Motion Picture Exposition to be held in connection with New York Allied's convention in New York City, May 24 to 26. If there is a worthwhile exhibit of equipment on display, there will be cause for satisfaction not only on the part of exhibitors attending the convention but those sponsoring the apparatus and supplies.

What may be accomplished in bringing modern equipment into closer relation and touch with the men who are interested in it from a standpoint of purchase and use, is the very thing which this publication is constantly working toward week-in and week-out, but with particular emphasis in the monthly special features we present in this issue.

Theatremen are close to the organizations and individuals connected with all phases of film production, distribution and exploitation. It must be said with regret that a similar condition does not exist with respect to many of the items of equipment. For this the theatremen are not at fault. It cannot be said that there is fault on the part of many equipment manufacturers and distributors who fail to identify themselves as intimately as they should with the field. It is less a fault than a misunderstanding of the men and the business these equipment manufacturers are producing for and seeking to sell to.

Equipment dealers specializing in the theatre field have their direct contacts, know their field. But many of them do not have the backing they deserve in the form of publicity and aggressive selling on the part of the manufacturer.

In a most practical way this trade paper is doing the work of informing theatremen on the value of new equipment as an investment in profitable operation. But to make this effort bear full fruit in putting the most meritorious type or brand of needed equipment into widespread use, is a job the reliable dealer must do and can do only if the maker of the meritorious equipment establishes beyond question his interest in the field, his confidence in his product, his willingness to back up his product and the dealer offering it, with aggressive selling right in this field itself. These are the factors that determine whose equipment goes into the theatre.

—*"CHICK" LEWIS*



Interior view from front of the Fox Theatre, Sterling, Colorado showing American Bodiform Chairs

Interior view from rear of the Roxy Theatre, Fargo, North Dakota showing American Bodiform Chairs recently installed



Theatre men from coast-to-coast are writing such letters as these about

AMERICAN Bodiform RESTFUL CHAIRS

Roxy Theatre Company

We are very happy to state that the Bodiform chairs arrived at the appointed time, were installed on schedule and we reopened on the date advertised. We are very well pleased with the chairs and have had many favorable comments.

Very truly yours

Manager

PLAZA POSTER ADVERTISING COMPANY
OUTDOOR ADVERTISING
E. V. LIPPERT, Manager
PLAZA BUILDING
DYERSVILLE, IOWA

We have had our American Bodiform seats installed about a month and a half now and each day we receive more compliments from the public in our choice of these seats. They are neat in appearance, comfortable and very roomy.

Yours truly,

MB

MALLERS BROTHERS
Theatrical Operators

We are very well satisfied with the new BODIFORM theatre chairs which you recently installed at our Valentine Theatre, Defiance, Ohio.

We have had considerable favorable comment and have noted a substantial increase in attendance.

We wish to congratulate you on the superiority of the BODIFORM theatre chairs.

Sincerely yours,

Peter Mallers

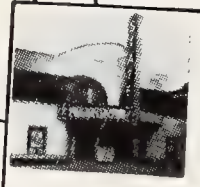
NEBRASKA THEATRES, INC.
LINCOLN, NEBRASKA

Never before have I heard such comment on a theatre chair; comment as to its appearance, comfort, and convenience. Any person interested in the purchase of new chairs should certainly investigate your product before making any purchase.

I would also like to say a good word for your installation superintendent in that he made "a fine installation of a fine chair."

Yours very truly,
NEBRASKA THEATRES, INC.

H.C.Federer, Mgr.



STATE THEATRE
434 SOUTH EIGHTH STREET
AIR CONDITIONED
ACOUSTICON PHONES FOR THE HARD OF HEARING
POWDER ROOM LOUNGE ROOM
TELEPHONE 124
QUINCY, ILL.

The new American Bodiform chairs installed in our recently opened State theatre in Quincy, are proving one of our greatest assets.

Patrons are enthusiastically praising their beauty and comfort. Naturally, we consider our investment a most satisfactory one.

Yours very truly,

AMERICAN SEATING COMPANY GRAND RAPIDS, MICH. REG. U.S. PAT. OFFICE

American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating

Branch Offices and Distributors in Principal Cities

BUYING ECONOMY
—How to Save on Equipment

BY "CHICK" LEWIS

NO matter how keen may be the theatreman's knowledge of the technical, practical and showmanship factors involved, there are only two basic ideas guiding his buying of theatre equipment, supplies and all those other items necessary to the proper operation of his theatre These are:

(a) Performance or Quality

(b) Price

And these same two factors are at work during every phase of a theatre's existence, from the time ground is broken for construction of a new house right down to the last minute detail required to keep it open and operating

Now and then, a stroke of luck and a smart piece of buying brings to a theatreman a piece of quality equipment at a price far below its real retail value That's good luck, if it happens The only trouble is, it doesn't happen often enough to make "bargains only" a profitable policy—because the law of averages will prove that on the whole you get only what you pay for in tangibles AND, on the intangible side, especially when you deal with reputable and well established companies, you get a lot more for your money in the way of service, proper installation and a guarantee that means something

Can't Take a Chance

The theatreman can't "take a chance" on service, or performance. The very nature of his business tells him that. Remember—The Show Must Go On; not because that's a sentimental tradition of the theatre; but, from the theatre operator's standpoint, he's absolutely out of luck and money if it doesn't go on. So as a matter of policy—and good hard dollars-and-cents—the theatreman should make up his mind to buy whatever he requires at the moment or for future use on a basis of performance, service, dependability of the equipment needed. Which means he must look further ahead than the price tag on the so-called bargain that is often dangled under his nose to tempt him into a quick and ill-considered purchase.

Now let's take another step toward simplification: Theatre equipment may be divided into two classes. (1) That portion of the equipment without which the performance cannot be given; and (2) That portion which is necessary but not essential to the actual performance.

Utmost Care and Consideration

The first group when being purchased, repaired or replaced, calls for the utmost care and consideration—and above all a strong determination to install only that which will give maximum service at minimum upkeep cost. Buying questionable apparatus for this "actual performance" branch of your theatre plant, not only will leave you with a sense of constant uncertainty, but very likely at the most inopportune moment will start acting up—or worse, just lay down and refuse to respond to normal adjustments or repair.

We can recall about fifteen years ago when we created the first maintenance department for what is now known as the Century Circuit here in New York. The cost for new equipment, replacements, repairs, etc., mounted to an almost unheard of figure for the circuit. But the upkeep and length of service from quality equipment resulted in operation and maintenance costs so far below the previous average that the expensive equipment turned out to be the most economical buy we ever made.

This theory was carried out thereafter not only in maintenance and replacements but in all equipment purchased for the group of new theatres we had under construction at that time. We can recall a certain carpet installation which involved an added expense over previous installations. The result is that the original carpet is still being used after twelve years of hard service, but more important, the job has required practically no repairs in all that time

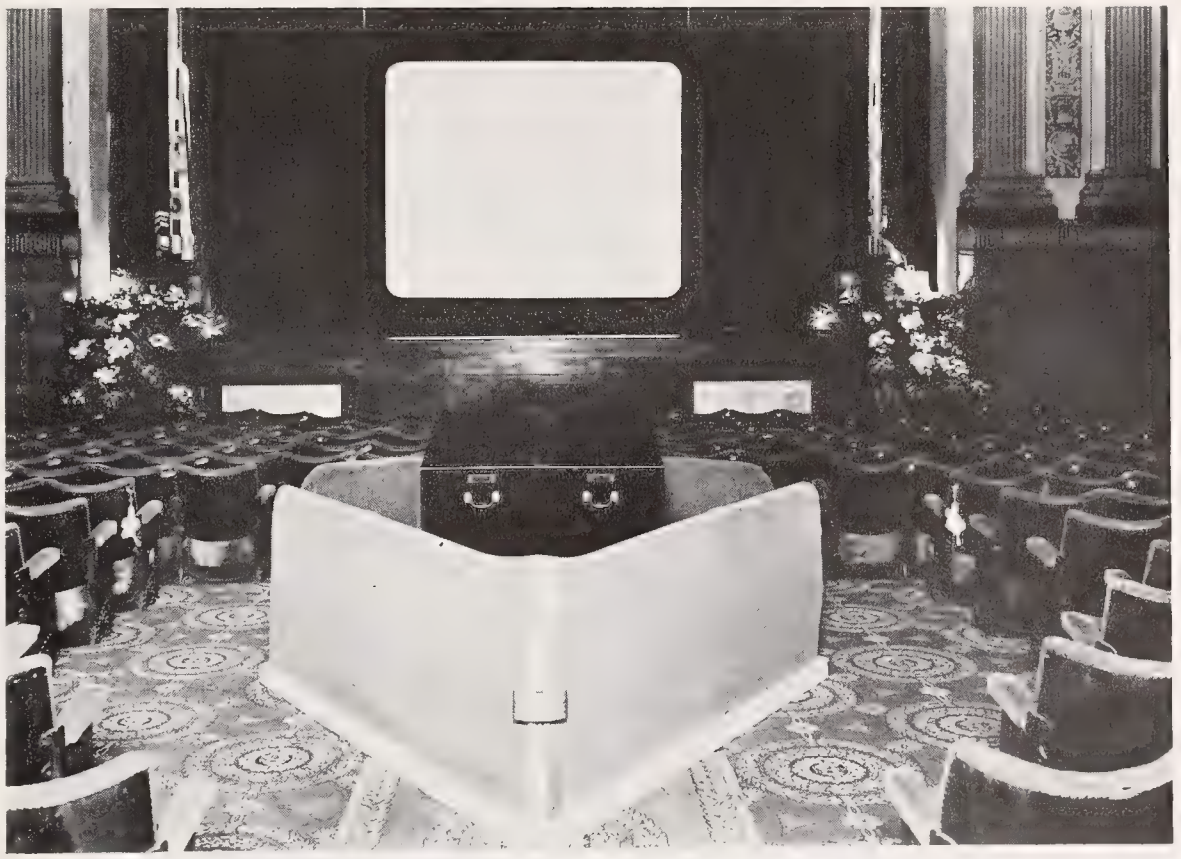
If you were to look into some of the "bargain" purchases made by many theatremen you would probably find that the reputation or quality of the purchase had little or nothing to do with the purchase. Such merchandise and equipment is generally sold via high-pressure salesmanship of the type that too many exhibitors fall for and then regret.

A close analysis of the equipment correspondence coming into the STR office reveals a growing desire on the part of theatremen to know more about the many types of equipment necessary for efficient and dependable operation. This is a good sign because it indicates that the majority of theatremen want to buy quality and not price but are unfamiliar with this important phase of their business. A salesman selling loads of bootleg equipment of every

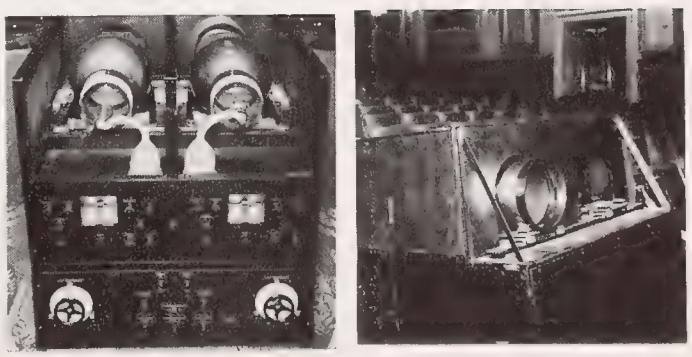
(Continued on page 31)

Theatre Television Installation

Television made its bow in picture theatres of London nearly a year ago on a screen 6 feet by 8 feet. Since then projected television has been stepped up to give a picture 15 feet by 12 feet, with a double projector unit being used to throw the picture onto the screen. Engineers are working in the endeavor to move the projectors further back from the screen. As seen in the photograph below of the installation of the Baird television system at Marble Arch Pavilion, London, the projectors are now located in the center of the auditorium. The screen is moved up and down in front of the motion picture screen.



View of the auditorium of the Marble Arch Pavilion, London, showing the Baird Television installation. Several seats have been removed to make space for the projector, located on the floor in the center of the auditorium.



Left, close-ups of the television projector several of which are planned for theatres in this country.

Old Wreck Now Real Theatre

Colony, Union City Emerges As De Luxe Theatre After Fine Job of Remodeling

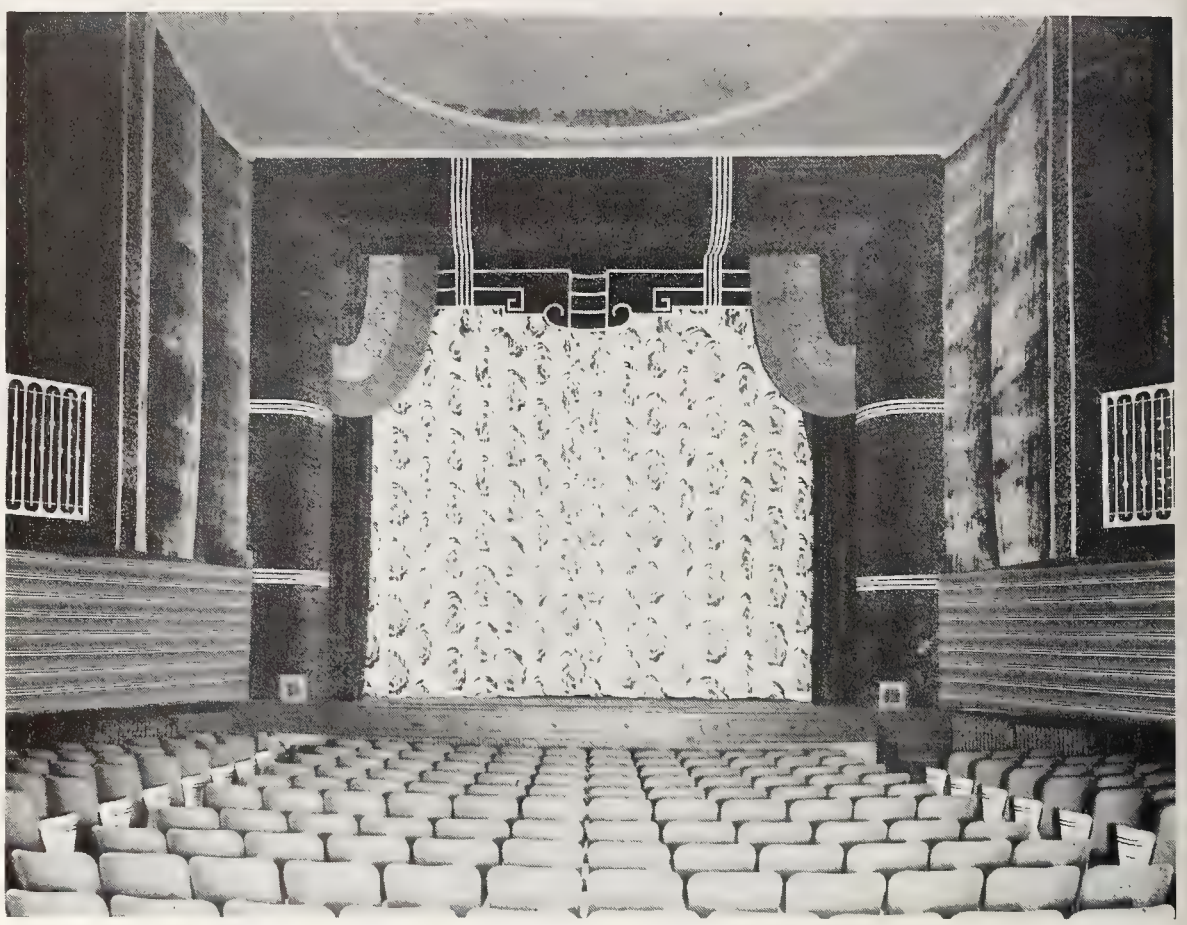
RISING like a Phoenix from the ashes of a more than 20-year-old "Shooting gallery," the Colony Theatre, Union City, N. J., opened recently to take its place as one of the deluxe theatres of the smaller type which make up the back-bone of the picture theatre industry of the country.

The theatre, owned by Harry Doniger, is a completely re-made house that bears no resemblance to the old and out-dated plant which remodeling, from front to rear, from roof to cellar, has accomplished.

Cost About $35,000

The architectural design is the work of John Eberson, of New York. The entire job of equipment, booth layout and apparatus, furnishings and draperies was planned and installed by National Theatre Supply Company.

The rebuilding, with its transformation of a decrepit and outmoded theatre into a thoroughly modern plant was done at a cost of approximately $35,000. The results accomplished make it apparent that great savings can be made by this method of making an old theatre into a new one, rather than abandoning a good site entirely because the building is far out of date, and erecting an entirely new structure comparable in capacity, style and equipment.



New Treatment For Old Auditorium

Old areas of the Colony's auditorium walls and ceiling have been modernized by a color scheme which blends darker shades with lively tones. Note treatment of the cooling ducts

For more than 20 years the old theatre had stood bravely in service, but badly out at the elbows, for during that period practically nothing was done to keep the house in step with advancements in equipment. Indeed, scarcely anything was done to keep the plant, such as it was, up to its original condition by repair, refurbishing and replacements of equipment and furnishings that had been subject to hard service over a long stretch of time.

Complete Transformation

The chairs were as uncomfortable as they were worn of fabrics and rickety of structure. Carpets were as grimy as they were worn. Rest rooms were small, un-



Old Walls Modernized With Nu-Wood

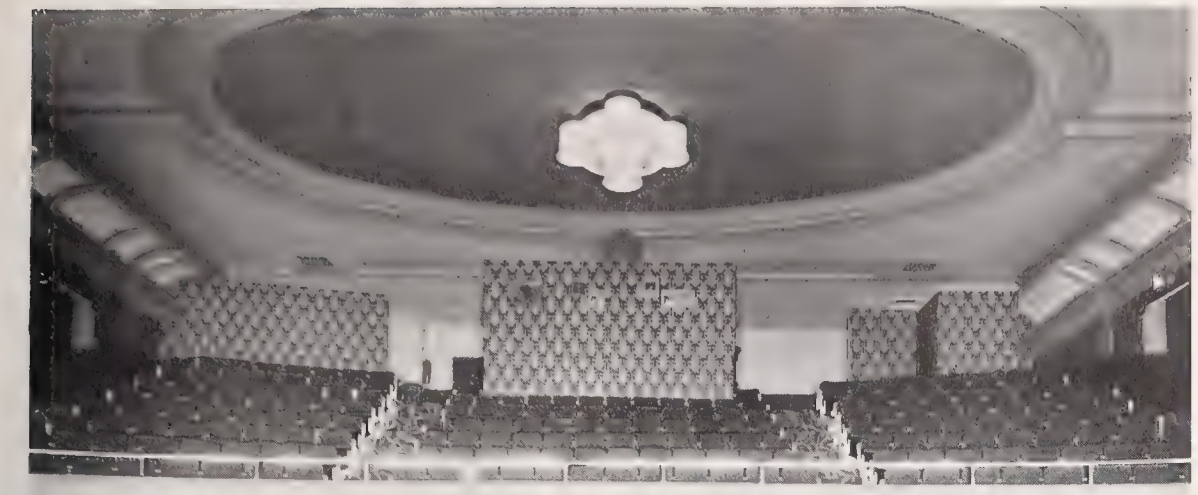
Above, looking towards auditorium from entrance of inner lobby. Old plaster walls have been treated with nu-wood applied in modern design. Carpet, walls and light fixtures harmonize.

CREDITS

Colony Theatre
Union City, N. J.

Seating Capacity: 855
Owner: Harry Doniger
Architect: John Eberson

Equipment	Supplied By
Decorating	National Theatre Supply Co.
Murals	Maragliotti Studios
Chairs	Irwin Seating Co.
Carpets	Alexander Smith
Booth Supplies	National Theatre Supply Co.
Projectors Simplex E-7	International Projector Corp.
Lamp Houses Peerless Magnarc	J. E. McAuley Mfg. Co.
Transverter Hertner H I 50-100	Hertner Electric Co.
Sound Screen	Walker Screen Co.
Marquee & Sign	Bloomfield Sign Co.





Ivory Seat Standards Outline Aisles

View of the Colony auditorium towards the rear. A mural decoration is a feature of note. Fabric and rockwool were used on the rear walls. Seat standards are light ivory in color.

sightly, and impossible of maintaining in a sanitary condition. Sound and picture projection were of poor quality.

Now the Colony can claim its place among those smaller theatres which most certainly have pointed the way to the means of giving picture patrons everywhere the quality, comfort and inviting surroundings to be had in the big downtown metropolitan theatres without the large-scale magnificence and high operating costs that can be justified only by higher admissions and mass patronage of a city's "Broadway section."



Colorful Modern Front

Exterior of the Colony is treated in brilliant colored formica accented by stainless steel strips. V-type marquee is a feature.

In addition to the improvements in comfort, excellent sound and picture projection, cleanliness, the entire atmosphere of the theatre has been changed to this beforementioned de luxe quality. And, needless to say, the patronage of the theatre has greatly improved, with the manifest result that the improvements are paying for themselves.

Colorful Exterior

Starting with the front of the Colony, the entire scheme and treatment has been modernized. The facade is treated in brilliant colored formica divided by stainless steel strips forming a striking and pleasing modern design giving that ever so important message that makes on the public the "first impression" that here is a theatre giving us something up-to-date in entertainment. It sells tickets. The poster frames are in tune with the design, being of stainless steel. The marble base of the facade accomplishes the two-fold purpose of giving durable wear and richness of effect. The exterior vestibule floor is now surfaced with a new tile non-slip floor featuring a brilliantly colorful design. Exterior doors feature modern hardware, and the marquee has the latest "V" type form, with a neon bull nose running across the soffit of the marquee and returning into the building. Both in form and color the Colony front is "punchy."

As now designed and decorated, the main lounge has richness and simplicity. The rest rooms are furnished in the new type of modern substantial furniture. But here again, a careful study of color blending of carpet, chairs, drapery materials, wall treatments and pictures, produces the harmony and pleasing effect of the atmosphere.

The auditorium has been completely overhauled also. One of its most striking decorative effects is given by a mural on the rear wall, under the balcony. The old stairs were remodeled and given a modern feeling by the use of an interesting curved rail, which flows upward and "dies" into the ceiling. The rear wall has been treated with fabric and rockwool; the old type glass chandeliers have been replaced by a modern main ceiling fixture; plaster ornament has been modernized and enlivened with warm colors; the new seating arrangement has been enhanced by the use of light ivory colored standards—which outline the aisles when the lights are dimmed. Summer cooling ducts and grilles and the use of colored velours in conjunction with cotton draperies run horizontally give the view toward the proscenium a brightly modern effect.

The booth equipment, featuring Simplex E-7 mechanisms for projection, is up to the minute in every respect. Sound, reproduced by the Simplex 4 Star Type A system, also is especially notable, and the management frequently has been told by patrons that they think sound and projection in the Colony as fine as they have ever been given, even in the largest and most important metropolitan theatres.



Ladies' Lounge Room

An unusual effect is obtained by use of wall paper on only a portion of the walls and blending designs with the ceiling.

Matthews Named President General Mgr. of Motiograph

Appointment of H. Thorwell Matthews as president and general manager of Motiograph, Inc., has been announced by the company's board of directors. Matthews has been secretary of Motiograph for the past two years, and replaces Joseph B. Kleckner, who recently resigned from the presidency.

Matthews explained that the management shift would not involve any alteration of the company's policies or operation.

"We contemplate no other executive changes, either in the sales or manufacturing departments of our organization, and there will be no major change in common stock holdings of the company," he stated.



The Bulletin Board

Renovations and Openings

A new marquee, seats, sound, booth equipment and lighting fixtures are planned by Melvin J. Fox, whose Birch Theatre at Burlington, N. J., is being remodeled. David Supowitz, local architect, is in charge of operations. At the present time the house is under lease to Warners.

J. E. Pennington has been decorating the interior of his Ritz Theatre in Topeka, Kan. The house was scheduled to open sometime late this month.

At least $40,000 will be spent this Spring by the Charkeres circuit for new theatre signs and new theatre air conditioning systems. Five Springfield theatres will apparently share in half of the improvement appropriation. Work is expected to start in the near future.

New seats have been installed in the Community Theatre at Harbor Beach, Mich. C. C. Shipley is manager of the house.

Featherweight earphones, which will enable persons hard of hearing to understand sound films, have been installed at the Bob Burns Theatre, Fort Smith, Ark.

Costing $150,000, and equipped with the latest Super Simplex projectors; latest push-pull RCA rotary stabilizer sound, and York ventilating and air conditioning, the new Eureka Theatre has opened at Eureka, Calif.

The Columbia Theatre, Columbia, Miss., was scheduled to open this month after undergoing renovations which included the installation of new rugs, a new screen, and new seats, in addition to a repainting job. Salamon Brothers are owners of the house.

Formerly known as the Empire, the new Arc Theatre has reopened in Detroit after having been closed about a year. Variety Enterprises, Inc., operates the house, which is managed by Don C. McHenry.

Owner Clayton Sheffield has opened his 350-seat Southside Theatre in Ironton, Ohio. The house was closed in January, 1937.

Constructed at a cost of $30,000, the new 468-seat Oz Theatre has opened at Fremont, Mich., with William Hacken as house manager.

With a seating capacity of 332, the new Ritz Theatre has opened at Morrilton, Ark. W. D. Metcalfe is the house manager.

Make those improvements now!

Now is the time to make those much needed improvements to your theatre. Allow us to offer our suggestions and estimate.

NOVELTY SCENIC STUDIOS, Inc.

• Draperies • Interior Decorations • Murals

318 320 W. 48th Street New York

Remodeling the lobby in order to accommodate a store window has been completed by Wilmer & Vincent for their Colonial Theatre in Harrisburg, Pa.

Repainting, redecorating and the installation of a new neon sign for the Cameron Theatre, Cameron, Texas, comprises the remodeling job recently completed by Swift Theatres, Inc., owners of the house.

Modernization of the Monogram Theatre, Childress, Texas, is expected to be completed around June 1.

A new canopy and electric sign has been installed at the DePere Theatre, Depere, Wisconsin.

W. D. Young has installed a new marquee at his Murray Theatre in Milwaukee, Wis.

Celotex installations have been made at the Park Theatre, Fargo, N. D.; Egyptian Theatre, Sioux Falls, S. D.; Vogue Theatre, Arcadia, Wis.; and the Carolina Theatre, Bennettsville, S. C.

Heywood-Wakefield chairs and new carpeting have been installed in Glen Gilmore's Nu-Sho Theatre at Bixby, Okla.

The installation of new RCA sound equipment, American Seating Company chairs, and stage drapes has been completed by Bailey Brothers for their Whalley Theatre at New Haven, Conn.

Enlargement of the balcony, as well as other improvements, is taking place at the Lincoln Theatre in New Orleans.

At a cost of $5,000, the State Theatre in Guthrie, Okla., is being remodeled by the Griffith circuit. A new front, poster frames, marquee and drapes will be installed.

Having acquired the New Plaza Theatre in Milford, Del., the Schine circuit is installing a new heating plant and ventilating system. The roof is to be rebuilt.

A National Sirocco blower has been installed in the Ritz Theatre, Madill, Okla., by Mrs. Bertha Barrett, operator.

Two E-7 Simplex projectors were recently installed in W. H. Williams' Ray Theatre, Tonkawa, Okla.

A new 400-seat theatre known as the Orpheum has been opened by Vance Smith in North English, Iowa.

New floors, decorations, ceiling, seats and projection room, as well as a new marquee and name sign, are included in the remodeling recently completed for the Plaza Theatre at Carollton, Texas, at a cost of $5,000. The house is owned by Mrs. A. W. Lowrey.

Theatre Construction

Cincinnati's historic old Opera House will soon be replaced by a new film house to be known as the Grand Theatre, according to plans announced by Harry L. Linch and John H. More, acting for U. S. Senator Robert A. Taft, executor of the Taft estate. The new house, which will be constructed shortly, has been leased by RKO Midwest. The theatre entrance will be at the north end of the building. John Eberson is designing plans for the amusement division of the edifice, which will have several stores.

Bids for construction are being received by the Torans Amusement Company, Jewett City, Conn., on its plans for a new 750-seat modern theatre to be opened in August.

Alex Gounares is constructing a new theatre in Mobile, Ala., at a reported cost of $35,000.

Construction of a new motion picture theatre known as the Elite, and costing $30,000, has been completed by the Gore Brothers in Torrance, Calif.

Roy Kennedy & Sons is building a new 600-seat house, the Bond, in Greenville, Ill., at a cost of $30,000. When the theatre opens about the middle of May, it will be operated by the Fristna Amusement Company.

A new 550-seat theatre to cost between $15,000 and $18,000 is now under construction at Frenchtown, N. J. It is expected to be ready for opening about May 15. Hugo Kent will operate the house.

The new Carolina Theatre, now being erected at Blowing Rock, N. C., will be ready for opening around June 1. The house will be operated by Grover Robbins.

A new theatre is being built in Woodsfield, Ohio, by owner C. J. Vogel. J. J. Shannon will operate the house upon its completion.

Carthage, S. D., will have a new theatre by June 7. Dana D. Jones is building it.

A new theatre to cost $25,000 is being planned for Mobile, Ala., to be operated by J. H. King.

Plans are nearing completion for the construction of a new 750-seat theatre in Carmi, Ill.

Architect Thomas W. Lamb has completed plans for the construction of the new 832-seat Goshen Theatre in Goshen, N. Y. Construction is expected to cost approximately $80,000.

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This Theatre Needed a Face Lifting and—This Is the Result

Hunt's Liberty Theatre at Cape May, N. J., has been given new glamour with a front of white and red vitrolux. The new sign letters are blue. The ticket booth formerly in the centre is on the left of the modernized theatre. It has a base of satinol louvrex, a decorative partition glass with directional pattern. The new front was made by Libbey-Owens-Ford.

Theatres Set Pace In Modernization Trends

The moving picture house, as the center of interest and glamor in most American shopping districts, in recent years has assumed more and more the role of architectural pace-setter. In the trend toward modernization which is sweeping the country, the theatres are playing a dominant role. In scores of communities they have been first to adopt striking new ideas in design and to make advantageous use of new structural materials.

This is due, in large measure, to realization by theatre managements that they have unparalleled opportunities for making their establishments the "pride of the neighborhood." They find that, when a theatre gains that position, its natural drawing power is enhanced far beyond the pull of its day-to-day cinematic attractions. It becomes the "show place" as well as the show house.

Increasingly popular in the refurbishing of theatre exteriors are the recently-perfected structural glass materials which combine with modernity the important quality of remaining ever new in appearance. A recent "dressing up" job on the Hunt's Liberty theatre at Cape May, N. J., is a good example of the effectiveness of emphasizing neatness and brilliance, and shunning gaudiness.

Vitrolux Highlights Front

The Liberty's new front is composed chiefly of vitrolux, a tempered glass which is coming into wide use because of its unusual strength, light-transmitting properties and adaptability to both daytime and nighttime lighting conditions. The old shingled marquee and the rows of exposed light bulbs are gone. In their place is an ultra-modern marquee of translucent glass, which appears an opaque colored material by day and glows with uniform illumination at night.

In the opinion of William D. Hunt, secretary of Hunt's Theatres, Inc., operating along the New Jersey shore, the use of vitrolux translucent signs for theatre marquees represents "the greatest forward stride in sign lighting since the advent of neon."

"The reaction from our patrons on the improvements has been splendid," he said. "Many have gone out of their way to stop and offer congratulations to the management, and you know when they feel that way they are certainly going to visit us oftener. We can appreciate that in noting the increased patronage, too."

The colors in the Liberty's new all-glass front are white in the marquee and in the vertical sign rising at one end—the latter having silhouetted blue lettering. There is a red band at the parquet, running upward adjacent to the sign. The new ticket booth has a base featuring three curved panels of satinol finish louvrex, a partition glass with directional pattern.

Demolition of Old Theatre In Lansing Recalls Stars of Past

Demolition of the old Gladmer Theatre, after 67 years as the outstanding legitimate theatre in Lansing, Mich., has begun. It is being replaced with a new and modern theatre by the W. S. Butterfield Theatres, Inc., which will open sometime during the month of August.

Old-timers have been reminiscing about the stars of the late 19th and present 20th centuries who, at one time or another, played the Gladmer. They recall that practically every name known to the theatre-going public today appeared at the old house in recent years or in the dim and distant past.

Among the theatrical greats who now have answered the final curtain call, but who at one time stalked before the Gladmer footlights, are John Drew, Sarah Bernhardt, Mrs. Fiske, Mrs. Leslie Carter, Pavlowa, Joseph Jefferson, DeWolf Hopper, Chic Sale, Lou Tellegen, Raymond Hitchcock, Chancey Olcott, McIntyre & Heath, Bessie McCoy, Marie Cahill, Ezra Kendall, William Gillette, Elsie Ferguson, Pauline Fredrick, Mary Mannering and Marie Dressler.

Scores who played the Gladmer years ago are now in talking films. Among these is May Robson, grand old trouper, who, in the theatre's heyday, played with stage companies there several times. By a strange coincidence, she was a member of the cast of the final picture that played the old house.

The Gladmer is gone, and with it pleasant memories. Off with the old, on with the new.

Supply Co. Adds Territory

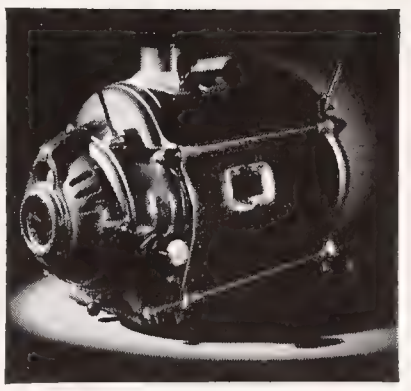
In addition to its present Oklahoma and Arkansas territory, the Oklahoma Theatre Supply Company has taken on the entire state of Kansas and part of Missouri as new territory for United States Air Conditioning.

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YOUR ELECTRIC BILL —*How It May Be Reduced*

By M. A. Shaw*

AN inevitable result of the lean years has been the necessity to reduce expenses as much as possible. Certain fixed items of expense do not afford much, if any, opportunity for control.

Interesting and full of possibilities, however, is the electric cost. Here is an item of expense about which little is known, but which is accepted without question because knowledge of checking and controlling the cost is lacking.

Architects, today, plan theatres not only from an esthetic point of view but with the future operating expense decidedly in mind. Those that do not, should, because the electric bill is a burden that cuts heavily into profits.

What Is An Electric Bill?

What is an electric bill anyway? What factors help make it up? Electric bills are composed, generally, of two items:

1. The maximum demand.
2. The consumption.

The rate (the schedule under which you are billed) forms the base, which, in conjunction with the maximum demand and the consumption is the basis that finally decides the amount of the bill.

Everybody understands consumption. There is a meter on the premises that registers the amount of current consumed. If a 100 watt lamp is burned for 10 hours the meter registers 1 Kilowatt hour. If the lamp is used 100 hours then the result is 10 Kilowatt hours. Everybody knows that if one changes the 100 watt lamp to a 60 watt lamp that one will use less current. That is basic and fundamental.

What Size Lamps to Use

But how many theatre owners know just what size lamp to use? How many know what size lamps are being used? How many know the degree of waste, of inefficiency, of poor quality of light, of fast burnouts of lamps, of the meter accuracy, and dozens of other factors? There are standards and standard usages.

The equity of demand charges has been argued many times and it is not for me to discuss its justifiability. But it is a headache to people who are not familiar with utility structures, and it generally is paid for with no knowledge as to how the demand is arrived at.

Demands are issued either on an assessed basis or a measured basis. If assessed, the electric company makes a count of all the connected load and applies some percentage figure to the load which thereafter is regarded as the maximum demand. With this method of application, the consumer must have, at all times, definite knowledge of the load and must cut out all superfluous load. Whether or not any current is used does not matter. If there is any load connected, the electric company takes the arbitrary position that it may be used, and therefore, the consumer must pay a charge based on that eventuality.

Consumers must therefore check their theatres closely and must know how to get certain loads eliminated from the count. There are methods by which equipment can remain connected and ready for use, and yet not be considered in the load count. They must also know how to get maximum light with low wattage so that the connected load can be held at a low figure.

Use of Demand Meters

The other method of arriving at the demand is by measurement—and is through the instrument of a demand meter. In this case, a count of the load is unnecessary. The manner in which the load is used forms the governing and important factor.

Most utilities base the demand charge on the highest average demand created during any consecutive thirty minutes in the month. Some base it on fifteen minutes. That means that the meter registers the demand every half hour, and the half hour consumption in the month that shows the greatest load in operation becomes the maximum demand for the month. It is immaterial whether that high peak is ever reached again in the month. Once reached, it becomes the fixed demand for the month. Some utilities make that peak the demand for the next twelve months regardless of how low are the ensuing demands.

Supervision and Knowledge Important

It is obvious, therefore, how important a supervision and knowledge of demand factors become. If a consumer has the option between an assessed demand and a measured demand, he must determine for himself which selection would be cheaper. If there is no option, he must devise his own methods of keeping the demand as low as possible without impairing efficiency. If the demand is measured, he must understand and know what load is creating the peak demand, and must know what to do about it.

Savings can be found, and are, almost in any direction. One theatre was saved over $8,000 a year by working out a combination rate for four theatres. He is saving that every year. For another the maximum demand was reduced more than thirty Kilowatts, which means a saving every year of over $720 in that one house. Analysis of the electric costs for another theatre owner not only changed his rate for a saving of about $200 a year but obtained for him a rebate of about $100. This was, comparatively, a small house.

Experienced Theatremen

And, mind you, these theatre men all said that they watched their costs, that they had electricians in their employ, that they had contacts or friends, with the utility company, who steered them right.

Remember that utility companies spend huge sums of money in advertising directed at consumers to increase consumer usage of current. Remember also that utilities are in the business of selling current. Most of all, remember that in many cases electric costs can be pulled down.

If you theatre men are making a million dollars profit out of your enterprises, then it makes no difference if your bill is $200.00 a month or $500.00 a month. But if your profits are small and every dollar counts—give consideration to an item of your overhead that lends itself to the opportunity for reduction.

* Pres. M. A. Shaw, Inc., Electric Cost Control, New York, N. Y.



Lost and Found Gadget

To render greater service to the patron, a new Lost and Found gadget has been perfected for use in Loew's Rochester Theatre, Rochester, N. Y. It incorporates a flashlight at the end of a metal pipe with a hand push-button on top for controlling the light. According to Pollock, the gadget facilitates stumbling over patrons in seeking a lost article; it enables the usher to get the light under and around seats without entering the aisle and without having to be a contortionist. Furthermore, it avoids annoying patrons who might otherwise have to be disturbed.

High Quality Carpet Linings Are Worthwhile Investments

In buying carpet, it is well to consider the fact that quality carpet linings afford longer life and added satisfaction. Rug cushions and carpet linings are available in various qualities, wearing abilities and prices. It would be a poor investment to purchase cheap carpet padding.

Paper, jute, hair or sponge rubber compositions go into the linings, though all hair as a base is used in most good qualities. There is a lining made of a flexible composition of lasting resilience on which dampness has no effect. Termites, moths and other destructive insects are doomed as far as some linings are concerned, since the linings are impregnated to protect the floor covering itself against them.

Don't be blind when you purchase carpeting. Insist upon seeing the latest qualities now available.

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Confectionery Shop in Lobby Requires Study

There are few managers, we believe, who have not at some time or other seriously considered the installation of a candy stand, cigar and cigarette counter, peanut and popcorn stand, or some other refreshment spot in their lobbies as a source of extra revenue. In many houses, vending machines are operated at a profit.

Naturally, in taking such steps, the manager must consider several things. A lot depends on the type of theatre involved. For example the manager of a house which caters to a high-class clientele would think twice before installing a pop corn machine. Not that it is below the level of the high brows, but because many patrons' enjoyment of the picture is hampered by the crunch-crunch and the rattling of paper or cellophane sacks. We know of theatres which deny admission to those with sacks of popcorn.

Must Know Likes and Dislikes

On the other hand, in other situations, this may not annoy patrons. As a matter of fact, many of them might feel "lost" without something to "piece" on while watching the performance. But a manager must know the likes and dislikes of the people to whom he caters; he should make a thorough survey to see how many bring in candy, popcorn and other confections from outside before he decides to take up merchandising in his lobby or foyer.

Another consideration should be near-by merchants who sell confections, particularly if they are on the general route most patrons follow to the theatre; in other words, if they are within the block. To take away these merchants' source of revenue would, in our opinion, be likened to them adding motion pictures as a profitable sideline to their business. Goodwill cannot be maintained in this way.

Preclude "Pass Out" Checks

Lobby shops are often a convenience to patrons. They preclude the necessity of adults and children alike from having to obtain "pass out" checks in order to leave the theatre to get a snack. And in the case of cigarettes, a counter or vending machine either in the lobby or in the lounge would be welcomed by those who "forgot to get a pack."

As for popcorn machines, be sure that ventilation facilities are such that the penetrating odor will not drift into the auditorium. In the lobby, of course, such an odor might tend to stimulate business, but in the audience it can easily become annoying and distracting.

Trial Method Recommended

To exhibitors who just can't make up their mind, we recommend the trial method. Place a confection counter in your lobby, and then watch the results for a couple of months. Is any extra revenue offset by a decline in box office receipts? Are any complaints being registered by patrons against the noises of mastication and paper-rattling? Are near-by merchants protesting?

When you have the answers to these questions, you can go ahead or hold back, whichever you deem most advisable.

SUMMER LIGHTING
—Cool-Tinted Bulbs Advised

WHEN you go to buy a winter suit you generally choose a dark or "warm" shade. The same thing goes for madame when she chooses her winter ensemble. Wouldn't it seem rather out of place to wade through snowdrifts with a cool-looking light green suit, white shoes and a straw hat? Of course it would. And it would seem just as out of place to stroll along the boulevard in the summertime wearing a heavy, dark overcoat, black shoes and a black hat.

Strange as it may seem, this discussion does not refer to styles. If you're looking for pointers on what the well-dressed theatreman will wear this summer, you'll learn little from this article. Unless, of course, you apply what we have to say about your theatre to the clothes you wear.

We are going to discuss what the correctly-lighted theatre will wear. In the first place, if your Spring cleaning is completed, your house should be boasting that summer appearance already. The front, once painted in warm colors that bade patrons enter in the dead of winter, should now be decked out in light, cool summer tints, such as green and light tan or light blue.

Matter of Lighting Important

But let's go inside. Regardless of the effort you may have put forth to assure a cool, inviting theatre, it's possible that the matter of lighting has completely escaped you. Those red or warm-toned light bulbs should be replaced with bulbs of cooler tints. Usually red lights should be used for the exit signs, but we know of many theatres that change them to bright green with the advent of summer. Warm-colored lights in the restrooms and lounges should give way to bulbs that blend in with the cool atmosphere of the theatre. This goes for the lobby and foyer, and possibly for the auditorium, especially if the lighting there is direct. Where indirect, the colors usually blend in with the theme of the decorations. Even then, however, it may be advisable to change to cooler tints. You can use your own judgment in the matter.

In an article in last month's Equipment Section on the "brilliant effects achieved through the proper use of 'spots'," we called your attention to a house which used a lattice-work effect with artificial flowers in its auditorium. Decorations of the kind could be placed on either side of the screen and along the side walls. But in any case, whether bulbs or spotlights are used, green should be the dominating color.

What about your marquee and display frames? There's just this much to say about marquee lighting: Neon, in most instances, has replaced bulbs, and the predominating neon color is red. If one looks down a street, he notices one red sign after another all blending into one splash of crimson. This would be an opportune time for you to change your neon tubing to a bright green, a color that would be not only cool and inviting in the summertime but attractive the year around. For example, in New York, the green Roxy vertical sign stands out prominently against a background of reds. You may think red is the flashiest color, while green seems too subdued, but place one green sign against a regiment of reds, and you'll be amazed.

It's safe to assume that no theatre manager, in summer or in winter, permits anything other than bright lights out in front. Many theatres use yellow bulbs under the marquee and around their frames. If, however, you've gone in for reds in any part of your front lighting, better go "cool" on the matter now. In the lobby frames, bright summery colored backgrounds will accentuate their attention-getting value, provided the backgrounds are abetted by lighting equally as summery.

You may have to purchase all new green and yellow bulbs, or if you have white bulbs you may be able to dip them in a solution prepared in several different colors and available at your nearest supply house. Whichever way you bring it about is not so important as the necessity of making your house so inviting in the summer that potential patrons will shun outdoor amusements to be your guests.

At Liberty: Ali Baba

Described as 'Magic Doors", the newest innovation at the Centre Theatre in Ottawa, Canada, are doors that automatically open when a patron approaches them. Of course, the electric-eye principle does the trick. Don Stapleton is said to be the first Canadian exhibitor to install the device.



PLANNED PROJECTION —*Essential In Modern Theatres*

AMIDST all the enthusiasm that surrounds the planning of a new theatre or remodeling of an old one, it's important to remember that while showmanship starts at the sidewalk line with its eye-appeal of electrics and color, the show itself begins in the projection room. Fortunately there are standards now long in existence to guide the architect or builder in making proper provision for the needed equipment as well as working conditions that enable the projection machine operator to work efficiently in putting a good, clear steady picture on the screen. Nevertheless, it is up to the theatre owner to make sure his architect, or engineer who is doing the building or reconstruction, has consulted the available sources of information.

SMPE's Planning Report

The Society of Motion Picture Engineers many years ago published a projection room planning report prepared by the Projection Practice Committee. This has been the guide consulted and followed by leading theatre architects. The data are available to all theatre builders or theatre operators. However, these same standards are followed in recommendations and advice from the equipment dealers, and bringing the reputable dealer into the planning picture early in the scheme is one of the surest ways to guard against having a house that is out of date before it's opened for business, so far as the projection room is concerned.

A booklet recently published by National Theatre Supply is one of the examples of how much is being done to give the builder complete information on projection room design and equipment. The booklet reprints the S.M.P.E. report on projection room plans and adds to them other specific data regarding projection room design and installation. It embodies all of the latest ideas on the subject.

The availability of such material to the theatre builder makes it unnecessary here to go into details with regard to the specifications worked out as a result of research and practice over a period of years. But merely as an indication of how many important details must be considered by the architect or builder in connection with the projection booth and its equipment, give just a moment's consideration to the following headings on which specific matters of materials and design are detailed:

Construction Important

Construction; Floor; Walls; Doors; Windows; Ports—for the projection room proper, the power equipment room and the rewind room.

In the new building there are few instances today where proper provision is not made for the right location—which affects angle of projection which in turn is most important to good screen results—and adequate room for the necessary apparatus and working conditions for the projectionist. In the remodeling job, however, there is more likely to be the mistake of losing sight of these essentials in the fuss and feathers and enthusiasm for creating architectural and decorative effects that will impress the spectator. The projection room in the newly remodeled theatre that is merely a "hang-over" from the old building is something to be avoided at all or any costs of architectural effect as well as the price for the most efficient apparatus.

If the physical make-up of the projection room is faulty as to location, size and design, all the genius of the projection engineers who install the equipment and the skill of the projectionist will have no chance of giving that theatre in which this fault exists the kind of projection that is absolutely essential to successful and profitable operation. There is another factor than that of space for the projection apparatus itself. The projectors, generators, monitor horn, etc., which make up the multiple unit essential to putting a picture on the screen will make it possible to run a show. But for efficient projection the men who work in the booth need many accessories and adequate space in which to work.

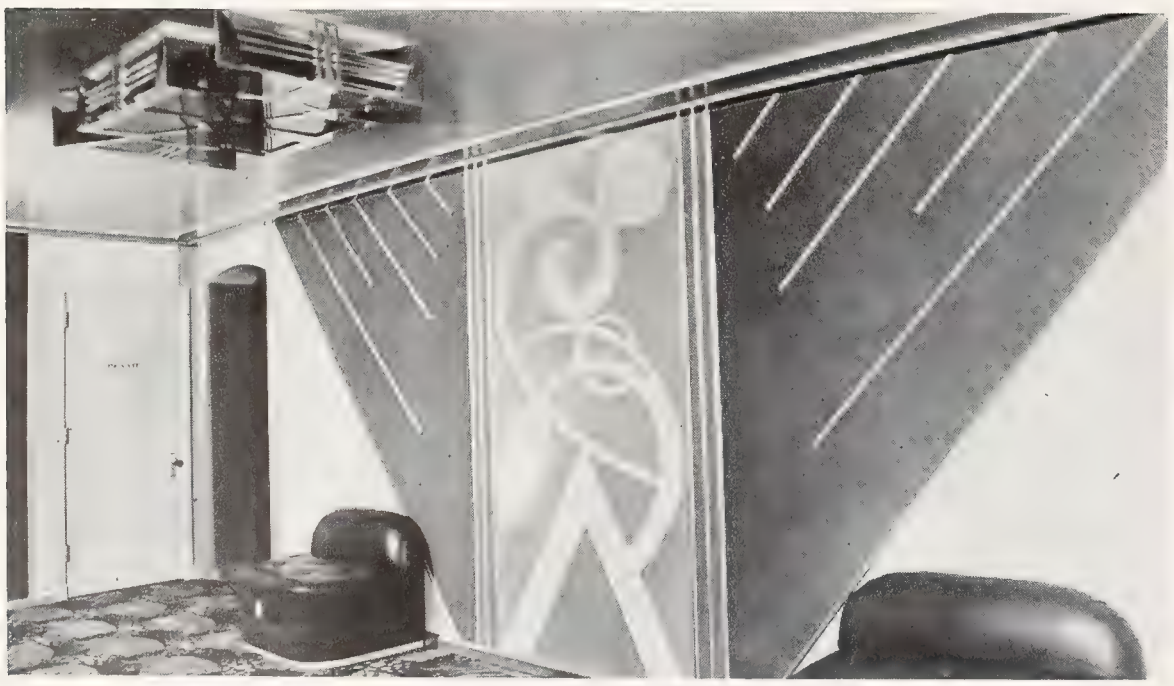
As a guide for the proper equipment of the projection department with respect to this accessory equipment we are listing the items considered essential for two types of operation, DeLuxe and Standard theatres. These two lists were prepared by L. E. Jones, of Neumade Products Corporation, manufacturers of such equipment.

FOR DELUXE THEATRE PROJECTION ROOMS

Fireproof sectional cabinets.
Rewind Table
Automatic Enclosed Rewinder
Carbon Storage Cabinet
Accessory Cabinet (for trailers and miscellaneous items.)
Wardrobe Cabinet
Splicer
Single Footage Measuring Machine
Three 30-inch Steel Chairs with footrests
Carbon Waste Can
Six Aluminum Reels
Safety Leader Box
Applicator Set

FOR STANDARD THEATRE PROJECTION ROOMS

Sectional Cabinets
Rewind Table
Automatic Enclosed Rewinder or Dynamic Motor Drive Geared End and Brake Dummy with separate motor fastened on or under table, or Clamp Type Rewinder.
Carbon Storage Rack
Trailer Cabinet
Wardrobe Lockers
Splicing Machine
Two 30-inch Steel Chairs with footrests
Carbon Waste Can
6 Wire Welded Reels
Applicator Set



Rocoteen Walls Always Stay Clean

The foyer walls in the Hiland Theatre, Des Moines, Iowa, pictured above always remain spic and span because of their Rocoteen covering. This modern fabric offers unusually decorative possibilities and presents an inviting interior to the theatre's patrons. Rocoteen is marketed by L. C. Chase and Co. of New York.

Luxurious Surroundings Discouraging Vandals

While many persons still persist in carving their names in public places and otherwise disfiguring property, damage due to vandalism is on the decrease in this country, in the opinion of many authorities closely in touch with this situation.

One of the reasons for this is the fact that many of the leading theatres, by offering the public luxurious surroundings, have cultivated a respect for choice things, which curbs the tendency to mutilate them.

The matter of upholstery on theatre seats specifically illustrates this point, in the opinion of theatre managers. Seats covered with mohair velvet, or velmo as it is widely known, are less frequently disfigured maliciously than are seats covered with other materials that lend themselves to carving, scratching and cutting.

Theatre officials closely in touch with the replacement and repair problem declare that mohair velvet has reduced replacement costs not only because it has extreme durability, ease of cleaning, and other properties, but because it is not mutilated so frequently.

Then too, they agree, luxurious material such as mohair velvet has done its share in developing a deeper respect for fine things, a respect that discourages tendencies toward vandalism. This condition also exists in other businesses catering to the public.



Owner Redesigns His Own Theatre

Above is a view of the new Kiva Theatre in Las Vegas, New Mexico. It is owned by Frank Maloff, who acted as his own designer and architect in recent renovations. Among the features is a "Cry Room" which has a large plate glass for vision and an extra speaker so that mothers may bring their children in there and see the show without spoiling it for others. Credits for the Kiva: RCA Sound, Motiograph Projectors, an Imperial Generator, Ideal Seating Company furnished the seats, Nu-wood Acoustical Treatment was installed by Hallock and Joward of Denver, Colo., the marquee was erected by the Hoerel Sign Co. of Amarillo, Texas, the light fixtures were made by Elaine Electrical Products, Minneapolis, the ticket machine by General Ticket Machine Co. of Chicago and the coin changer by John's of Chicago.

BUYING ECONOMY

(Continued from page 23)

description told us just recently that it was getting tougher each year to unload bargain stuff. We liked his summing up when he concluded with the remarks that ". . . if things get any tougher I will have to get a job selling legitimate equipment".

Mechanism Overhauling

Perhaps one of the most important of all maintenance items is that of the projector mechanisms. The average head requires overhauling on an average of once a year and unless it is done by a reliable and reputable concern, can give the exhibitor some of his biggest headaches. Why any theatreman should take a chance with this vital part of his most essential equipment and try to save a few dollars, we cannot understand, even when business conditions dictate the utmost economy.

But if, after spending good money for repairs and overhauling, one of the mechanisms gets out of order, then in a few seconds time he has developed an expensive situation. Expensive because the work must be done over and often he must limp the rest of the day with one machine or make refunds.

Manager Stopped Boasting

One theatreman boasted of how smart he was when he and his assistant hooked up an elaborate lobby display requiring extensive wiring and thereby saved the cost of an electrician's fee. But he stopped boasting when the display blew out a main fuse and caused a twenty minute breakdown during his show and then cost him, for emergency work, about double the amount the original job would have cost had he brought in a licensed electrician to do it properly.

These examples are unimportant in themselves because they may not apply to your particular situation. But in every angle of equipment purchases the same expensive mistakes can be made unless the theatreman exercises some measure of common-sense in his selection and purchasing. He must be cautious when approached on equipment of an unknown character. He must discount extravagant claims made by smooth-talking salesmen. He must be careful that the article offered is not a cheap imitation instead of the original.

Always Buy "Quality"

Of one thing he can be certain. If he buys "price" he must NOT expect to get ten dollars worth of service out of something he buys for half that price. Such bargains, as we pointed out before, are the exception rather than the rule. But if he develops the habit of buying "quality", selecting only such equipment that he knows to be reliable and manufactured by a reputable company, then he takes few chances. On the contrary, he can set his mind at ease and feel sure that he has made a good purchase and that the equipment will render good, dependable service.

Some theatremen may honestly believe that buying via the "price" system instead of the "quality" system, saves them money. We doubt it. In the long run it will be the "quality" equipment that will be rendering service long after the "price" purchases have been junked and forgotten. That is, if anyone can forget a "bargain" that paid no dividend in service but left a decidedly bad headache.

Fire Extinguishers Vary In Type, Maintenance

At the conclusion of our article on "Audience Safety" in last month's Equipment Section, we stated that "from time to time we will give you further hints in this department."

Well, here we are, with additional suggestions to help you in the prevention of fires. This month we will deal exclusively with fire extinguishers. For the following check-up hints, we are indebted to Harry Browning, of M & P Theatres:

1. Extinguishers of the Acid Soda Type should be charged once each year, and there should be attached a tag, bearing the date of last recharging.

2. They should be checked at least once a month to see that they are in place and have not been tampered with.

3. Examine the nozzle to be certain it is not stopped up with soda. If it is, the extinguisher becomes useless and may become dangerous due to possibility of explosion. If you want to test the extinguisher to be certain it is in operating condition, take off the top and lift out the soda bottle and drop one or two drops of soda into the extinguisher. A sharp, snappy chemical reaction should result.

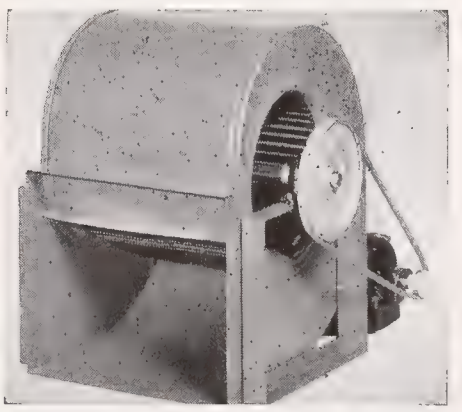
4. Carbon Tetra-Chloride or Hand-Pump type extinguishers are likely to be stolen and also to be found empty, as the liquid in them is often taken for cleaning clothes. To test them, pump their contents into a glass container and then replace the contents in the extinguisher, observing whether the extinguisher works when you pump it.

5. It is not necessary to re-charge these extinguishers—just keep them filled.

6. Sand pails should be kept filled at all times with dry sand. It is advisable to have a scoop in the pail for spreading sand. Sand is useful in extinguishing oil, paint or gasoline fires—particularly in soaking up these liquids if spilled. They are useful around oil-burning fires or furnaces.

7. Foam Extinguishers are similar in operation to the Acid-Soda Type and should be re-charged yearly in accordance with directions.

They're the Tops!
TAYLOR
Multi-Blade Blowers
—A SIZE FOR EVERY PURPOSE—



14 Models from 1750 to 20,000 C.F.M. Can be used for Blower or Exhaust Purposes—Noiseless —Variable Speed Control.

PRICES START AT $19.95

Write for Further Details

TAYLOR AIR CONDITIONING CO.
P. O. Box 986A, Mad. Sq. Sta.
GRAND RAPIDS, MICH.

The Question BOX

You ask them, STR answers them with advice on your equipment problems. If you wrote the question, you'll be most interested in the answer. If you didn't write the question, you'll be interested both in question and answer, because the other fellows' problems may be yours too. Come on—ask your questions about equipment—how to buy it, maintain it, get the sure results required to make your theatre a de luxe picture house.

Dear "Chick": Would appreciate your advice on the following: We have two competent projectionists but during the past three weeks we have had trouble with our sound system and on two occasions complete breakdowns lasting from five minutes to as long as thirty-five. Needless to say the long delay caused plenty of grief. Up to these recent difficulties we had been rolling along without any trouble. What can we do to avoid repetition of these headaches?

ANSWER: You are indeed fortunate that your troubles only developed lately. It is no reflection on your projectionists. Of that we are sure. It is simply a matter of having intricate apparatus which requires regular and careful checking to avoid these breakdowns and to catch serious trouble before it causes complete breakdowns. In our opinion, your best insurance against further breakdown is to enlist the services of one of the companies who specialize in servicing sound equipment and have them make a complete check-up periodically. Theatremen agree with us that this is the best way of handling all sound problems.

* * *

A.J.J. writes: "The light on our screen is very poor when compared with the downtown first runs and recently several of our patrons have registered complaints. We are using a large generator pulling close to 40 amps which ought to give us a good light. Would you venture a guess?"

ANSWER: A "long distance" guess would be from several angles. First, your lamphouse equipment may pull a heavy amperage but still not be comparable to the bright and brilliant light projected by lamps of far less amperage. This would lead us to suspect that your lamps are of ancient vintage. Why not investigate, through your nearest supply dealers, the newer type of reflector arcs of either high or low intensity? Second, Are you losing light and brilliance through a bad screen of poor reflecting surface? Third, Have you had your arc equipment checked to see if the proper carbons are being used? Fourth, and last, When did you last have your entire projection equipment checked? Your local supply dealers will gladly give you an impartial opinion.

* * *

Fred K. asks: "I want to make some necessary improvements in my theatre and also to purchase some badly needed new equipment. The only bank in my town is not very willing to make us a loan for this purpose claiming that it only loans on actual construction or extensive remodeling. Of course its attitude is not right but there is nothing we can do about it. How else can this be handled?

ANSWER: By "improvements and equipment" we assume that you refer to such items as can be purchased through any reputable supply dealer and this goes for new marquees or frames right on down to the essential equipment used in theatres. Well, all of your wants can be taken care of through such a supply dealer who will cheerfully extend credit over a reasonably long period of time unless you have a poor credit standing in the industry. Your immediate cash outlay should not be more than 25% of the total cost of the purchases with the balance payable in monthly notes or payments of from twelve to thirty-six months according to your ability to meet them. Naturally, you will want to pay them up as fast as you can and thereby save the interest charges. We suggest that you talk this over with your supply dealers and first get your complete estimates for the work and equipment you want and then talk over the terms.

* * *

"Small Town Circuit" writes: "Myself and two others combined our various theatres about two years ago forming what is now a circuit of 19 theatres all operating in small communities. A check-up by our accountants reveals that we are paying "top" prices for everything we use because we buy for each house separately and only as required. From your many years of experience can you tell us, (a) whether we would save money if we consolidate all our buying under one man? (b) enter into contracts for regular supplies. (c) purchase in bulk and ship to theatres as required? (d) whether such purchasing power would entitle us to special discounts?

ANSWER: Bulk purchasing generally gives you the advantage of extra or special discounts besides giving you the opportunity of making special deals at attractive prices. So, obviously, the answer is "yes" to all questions. Many advantageous buys necessitate your taking the full order at once which may mean establishing a supply source from where you can ship to the theatres on requisition. Nineteen theatres, even small ones, represent a sizable circuit and as such the purchasing and maintenance might best work out if placed in the hands of one man whose responsibility it will be to work with the various theatres for the purpose of keeping maintenance and supply costs down to a minimum consistent with buying quality items at the lowest possible bulk price.

* * *

M. L. writes: "About three years ago we made the serious mistake of buying new seats from a salesman whose line of chatter was far superior to the quality of his merchandise. Since then we have replaced the seats but retained the backs and standards because they were not too bad. However, from the very first month after the original installation the standards kept coming loose from the floor. Our janitor has spent more time trying to keep them fastened into the concrete than in any or everything else he does around the house. How can we keep those seats fastened?

ANSWER: An experienced seat maintenance man might be your first consideration of your problem. (Or maybe you've already tried that?) But if you must do it yourself then we suggest that if you have a good cement floor you get yourself a supply of expansion bolts and as each standard gets loose, refasten it with the new and better type of expansion bolt. If you don't know of a firm that sells the good ones, let us know and we'll give you the information.

* * *

L.K.S. asks: "There is located in our city a restaurant of exactly the same cubical area as my small neighborhood theatre. He uses, during the summer months, six, self-contained, air-conditioning units and he tells me he can make his cafe delightfully cool and comfortable regardless of the outside heat or humidity conditions. The thing that I want to know is: why can't I use these same units and turn my house into a real air-conditioned theatre?

ANSWER: We had the same one put to us two years ago and we investigated through three different air-conditioning outfits. The answer appears to be that the larger number of persons in a theatre as compared with the limited number in a restaurant minimizes the effect of the units. Naturally, the greatest heat is that generated by the persons in a theatre and when you get them in several hundred lots your air conditioning must be capable of taking care of it. On the other hand you can probably buy, not the small cabinet type of conditioning but two larger units with their larger capacity and blowers and achieve refrigeration as good or better than that of the large deluxe theatres who spent large sums on their elaborate apparatus. Your best bet is to contact the air-conditioning companies for the best solution to your problem and quotations on the costs.

Postoscope Enables Artist to Produce Illustrative Displays

A projection apparatus known as a "Postoscope" is being marketed by the F. D. Kees Manufacturing Company, Beatrice, Nebraska.

Its manufacturers claim that the machine will project sketches, photos, ads, etc., in their natural colors to any sized enlargement desired. Thus much time can be facilitated by the house artist, who ordinarily would have to make his illustrations "free hand." Too, it affords the opportunity for those theatres who have never used their own art work, or whose artists were more proficient in lettering than in illustrating, to dress up their lobby and marquee displays, as well as window tieups.

Check Air Conditioning Equipment Now

Before necessity arises when old Sol beats down on your populace, you'd better get that air-conditioning plant in condition. Over the winter, lots of things could have happened to it and there must be no slip-up on the first warm day when you have to use it.

If the weather man should catch you unawares and you should find that something prevented operation of your air conditioning or cooling plant your theatre would acquire a reputation from all those who attended that first day of being a "hot spot" and nothing you could do the rest of the summer would get them over feeling that way.

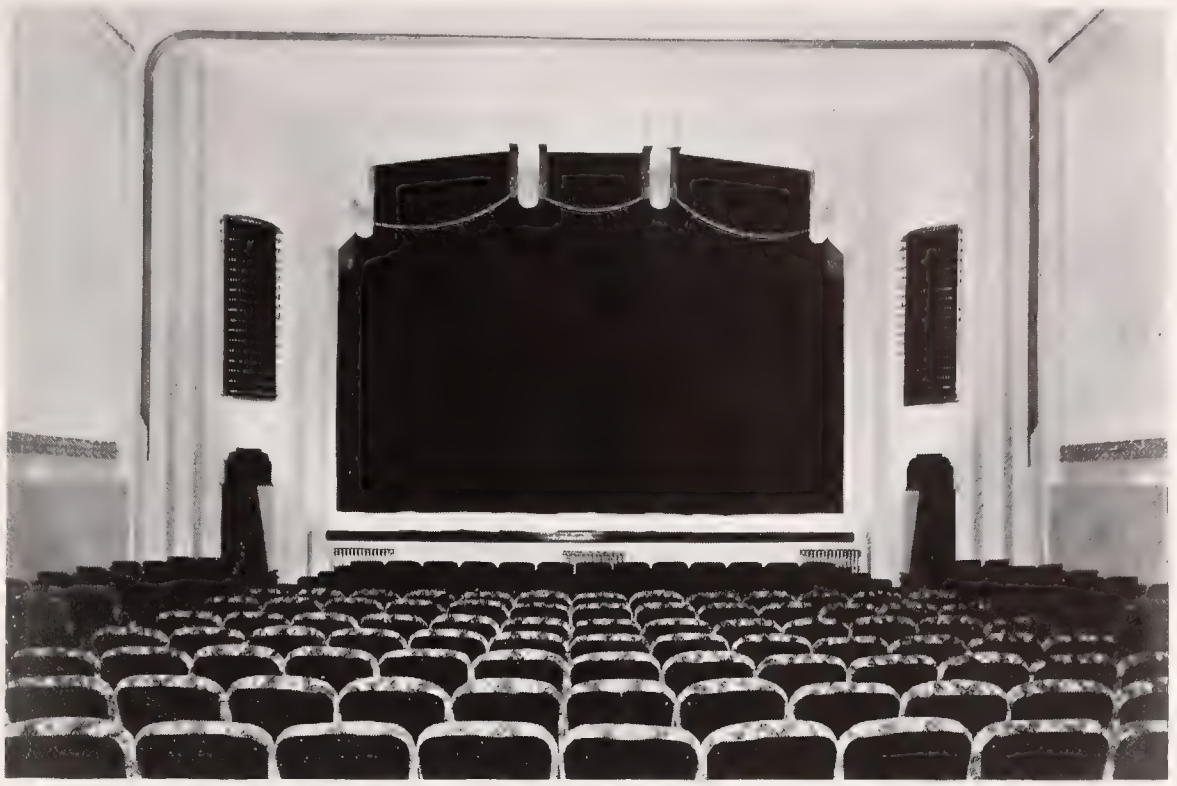
So now is the time to take a look at it. Some night after the house is closed turn it on. Have thermometers about the house at strategic points and see that the temperature drops as is required of a proper plant. Make sure that the apparatus isn't noisy and see that all movable parts are well oiled. Turn the water on to make sure that there are no leaks in the pipes that lead to this equipment or that carry the water through it.

Or better still, have the engineers who installed your equipment come up and give it a thorough checking before you start using it for the summer.

Check ✓

(From Encyclopedia of Exploitation)

- ☐ What is the condition of the SEATS?
- ☐ Are they dusted daily, carefully, and turned up?
- ☐ Are they kept in good repair, with some member of the staff assigned the duty of checking them daily and keeping them in good condition?
- ☐ Are they firmly anchored to the floor—or will a tug at the end seats show some of them to be torn loose?
- ☐ Are the CLEANERS on the job?
- ☐ Are they competent?
- ☐ Do they use work-lights, instead of house lights?
- ☐ Are SUPPLIES used by cleaners kept under lock and key?
- ☐ Are supplies wasted?
- ☐ Is there any possibility of loss of supplies through their being stolen?
- ☐ Check for dust on LEDGES, bracket lights, grille-work, radiators, frames, draperies, seats, dark corners.
- ☐ Is glass and brass kept properly cleaned and shined?
- ☐ Will trash be found behind radiators?
- ☐ Is the room which cleaners use to store their equipment in good order, and do they turn the lights in the room out when they leave?
- ☐ Cleaners should be careful NEVER TO PERMIT GREASY RAGS TO ACCUMULATE; if they must be kept, they should be placed in a heavy covered can. Booth and stage might check on this point, too, as greasy rags can cause spontaneous combustion.
- ☐ Is hose to VACUUM CLEANER carelessly lumped on the floor when not in use, or is it coiled up carefully?
- ☐ Are sidewalls (sides of auditorium) clean; or can soap and water be used to remove marks left by patrons' hands (without making the cleaning too conspicuous compared with space above which cannot be cleaned)?
- ☐ Tapestries should be brushed.
- ☐ Are REST-ROOMS CLEAN? And are they kept clean? Well lighted?
- ☐ Floor Clean?
- ☐ Fixtures clean?
- ☐ Towels in container?
- ☐ Used towels in receptacle provided, instead of on the floor?
- ☐ Tissue supply?
- ☐ Soap?
- ☐ Are walls cleaned, or can they be cleaned; or do they need paint?
- ☐ How about light fixtures?
- ☐ Furniture?
- ☐ Carpet and equipment in lounges?
- ☐ Drapes, curtains?
- ☐ Rest room signs?
- ☐ Framed panels can be provided in ladies' room, beside mirrors, in which blotting paper is inserted where the ladies can wipe lipstick, sparing the walls.
- ☐ MEZZANINE . . . furniture; carpet; floor lamps; sand-urns; draperies; curtains; are all furnishings clean and neat?
- ☐ Is BASEMENT clean, free of rubbish?
- ☐ Is stored material kept in order?
- ☐ Floor painted?
- ☐ Walls painted or whitewashed?
- ☐ Is basement swept and mopped regularly and kept free of accumulated dust?



Hot Springs, Ark., Theatre Air-Conditioned

The view above of the Paramount Theatre in Hot Springs, Ark., shows the ducts on either side which admit the cool air to the auditorium. A new Comfort Cooling System was recently installed by National Theatre Supply Company in this house. One of the features of the system is the manner in which the ducts harmonize with the architectural design of the theatre, as shown in the illustration above.

Advitagraph Re-Elects Morley Firm's President and Director

Re-election of J. Kenfield Morley as president and director of the Advitagraph Corporation was announcd last week by the company's directors. Morley served for several years as sales promotion manager of the Bell & Howell Company in Chicago, and prior to this was an executive at Metro-Goldwyn-Mayer.

The Advitagraph Corporation is engaged in the manufacture of Flolite motion picture continuous projectors, with exclusive distributors and dealers in all principal cities in the United States and Canada. Headquarters of the company are at Louisville, Ky.

Peter Clark, Inc., Becomes Associated With Lamson Co.

In order to permit the estate of Peter Clark to retire from active management of the company, Peter Clark, Inc., designers and manufacturers of theatre stage equipment and effects, has sold its name, goodwill and patents to the Lamson Company, 101 Park Avenue. The business will continue to be under the active management of Arthur Clark, son and associate of the late Peter Clark, founder of the company, who died in August, 1934.

Since the change took place, the firm has made six installations at the New York World's Fair, including the elaborate stage equipment in the Fair's Hall of Music, a curved sliding stage in the American Telephone and Telegraph Building, a turntable and spiral at the Distilled Spirits Institute Building, a turntable for the Equitable Life Insurance Company's exhibit, and waterproof canvas curtains for the Petroleum Industries and American Radiator Company Buildings.

In addition to installing the intricate systems of hydraulic stage elevators and other stage equipment in the Radio City Music Hall, Peter Clark also designed and installed stage equipment and effects in the old Hippodrome, the Roxy, Center and Paramount Theatres, all in New York; Philadelphia Convention Hall, Atlantic City Convention Hall and numerous other theatres and public auditoriums.

A MESSAGE TO THE EXHIBITOR

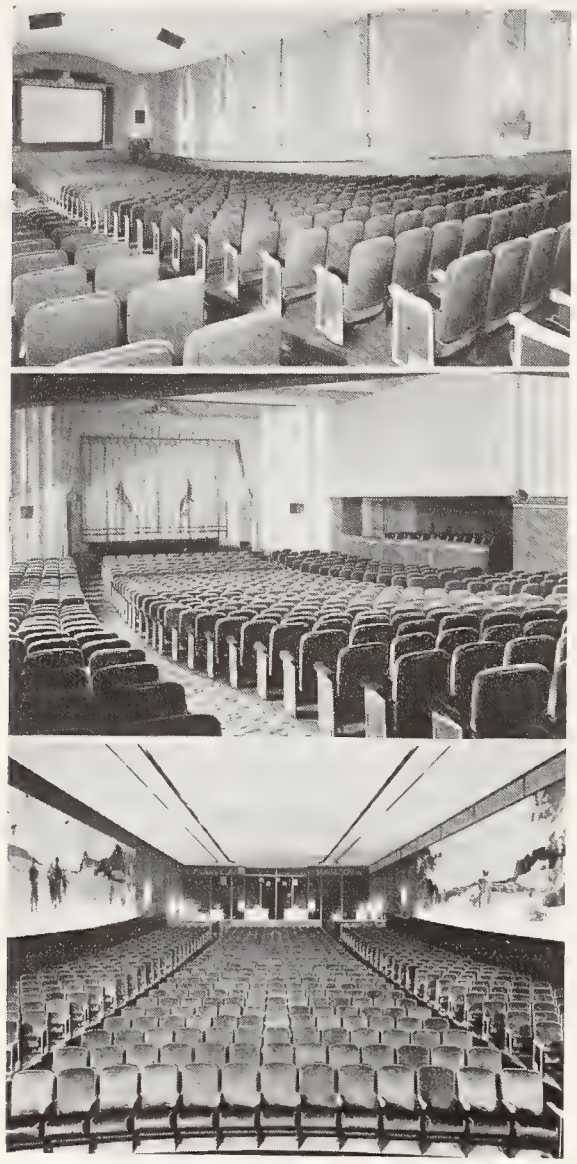
Dear Sir:

It has been proved that money spent to insure proper planning of the theatre does not increase the total cost. Proper planning can in fact save money by eliminating waste in materials, time and ineffective results. If you contemplate remodeling or building a new theatre, write for information on the type of service which will fit your problem and budget.

Cordially,

BEN SCHLANGER
117 West 46th Street
New York

P. S.: If you are going to be in New York for the World's Fair, drop in to say hello and to discuss your planning problems.



Three Fine Interiors

At the top of the group of three fine theatres shown above is the Ritz Theatre, Mansfield, Ohio. The middle one is the Plaisance Theatre, Chicago and below is the Mariemont Theatre in Cincinnati. The Kroehler Co. recently installed new chairs in all of them.

Interior Finishes Designed to Solve Problems in Acoustics

Are you still concerned with the problem of acoustics? Do the voices of the images on the screen bounce back and forth like a ping pong ball? If so, chances are you're not using the type of wall covering now available which assures better sound control, low maintenance and added insulation value. Better look over the situation now.

There are interior finishes on the market known as Nu-Wood, Blendex and Acousti-Celotex, any one of which, we believe, should solve your acoustical problems.

Things Moving in O. C.

The Summer Theatre Supply Company and the Allied Film Exchange, both of Oklahoma City, have moved to 702¼ West Grand in quarters formerly occupied by the Monogram Film Exchange. Monogram has moved to 704 West Grand.

Edward Wolk Takes Over

The motion picture replacement parts business of the Precision Machine Company, of Milwaukee, has been taken over by Edward H. Wolk. Wolk's headquarters for sale of theatre equipment and parts is located at 1018 S. Wabash Avenue, Chicago.

Sports Event Televised For Members of Press

The first sports event ever broadcast by television was shown to more than a hundred newspaper and magazine writers last week when an amateur boxing match was picked up by the television camera and transmitted to the 62nd floor of the RCA Building in Radio City.

Max Baer, heavyweight aspirant, refereed the bout, in which Jack Pembridge, Golden Gloves champion in the 118-pound class, sparred three rounds with Pat Dunne, Police Athletic League star. Bill Stern, ace NBC sports announcer, was commentator.

The program was introduced by Graham McNamee, who recalled that he also had put on the air many of the first sports events in sound broadcasting. He pointed out the significance of the program, saying that it foreshadowed a service which eventually would enable newspapers to cover out-of-town sports events by television.

The boxing match concluded a program in which the dedication ceremonies at the RCA exhibit building at the New York World's Fair were televised.

Altec Arranges to Stock Parts For Four Star Simplex Sound

L. W. Conrow, Altec president, has announced completion of an arrangement with National Theatre Supply whereby Altec will act as NTS agents in stocking and distributing replacement parts for all type of Four Star Simplex sound systems. Parts will be available from Altec stock points and warehouses during all theatre operating hours.

$50,000 Improvements

Following completion of a $50,000 modernization program, the Scenic Theatre of Rochester, N. H., has reopened its doors. Included in the improvements are a 40-foot addition to the house's length, grading of the auditorium floor, adding of new seats to bring the seating capacity to 1,025, stage re-rigged and redecorated, a new marquee, interior renovation, and new air-conditioning and projection apparatus.

RCA Gives New Posts to E. C. Cahill and Harry Sommerer



E. C. Cahill Harry Sommerer

E. C. Cahill, Director of the General Service activity of RCA has been advanced to the post of Manager of the Photophone Division. He will retain his previous post, however, and his new duties will in no way interfere with his other job. At the same time Harry Sommerer, former Manager of the Photophone Division, has been made assistant to the executive Vice-President.



Modernistic Drinking Fountain

A clean, sanitary, modernistic combination illuminated mirror and drinking fountain will add to the appearance of your rest rooms or lounges, and will increase patronage goodwill. This is the time, while you're doing your Spring cleaning, to make this improvement in your theatre. Shown above is one of the models designed and marketed by the Voight Company, Philadelphia, Pa.

Carrier Corp. Revises District Office Set-Up

Revision of the district office organization of Carrier Corporation, Syracuse air conditioning manufacturers, into seven districts has been announced by J. I. Lyle, president.

Most important change is consolidation of the Boston district office under the Northeastern district office with Russell T. Tree, head of the New York district, in complete charge. The new district covers New England and Northern Atlantic States. The Boston office is a branch.

A. P. Shanklin of the Syracuse home office, has been transferred, to his former territory in Philadelphia, with charge over the newly created Southeastern district embracing Philadelphia, all territory south of Southern New Jersey and including Florida. The Atlanta office is a branch office.

North Central part of the United States will be under the supervision of the Chicago district with branch offices in St. Louis and Kansas City. H. G. Strong is the District Manager. Cleveland becomes the district headquarters in charge of the East Central States. Branch offices have been established in Cincinnati and Detroit. L. G. Powers, former head of the Cincinnati office, takes charge of the new District Office.

The South Central and Southwest territory now is covered entirely from the Dallas, Texas office with O. W. Bynum as District Manager. New Orleans is a branch. The far west will continue to be under the direction of Herbert Peacock of the Los Angeles office. A branch has been set up in San Francisco.

N. E. Sheldon will continue to manage the District Office at Syracuse, N. Y.

Conrow Back at Desk

Following a two week's business trip through the South, L. W. Conrow, president of Altec, is back at his desk.

BOOTH MAINTENANCE —A Few Tips on Repairing

MANY projectionists and exhibitors like to do their own repairing on mechanisms. There is an easy and a hard way, a right and wrong way, making repairs, such as installing parts, sprockets, gears, etc.

Let us take the Simplex and Super-Simplex first. First find a good place to work, either a bench or table with plenty of light, so you can see what you are doing. Remove the top magazine, the lens, electric changeover if it is mounted on the mechanism, the drive attachment from the mechanism. Now the mechanism is ready to remove from the pedestal. First in order, is a pan large enough to wash the entire mechanism, after you remove certain parts, intermittent, gate, etc. Get a couple of small paint and tooth brushes for washing the parts and the mechanisms thoroughly. When you have completed your washing job, using gasolene mixed with a quarter of cup of number 20 oil to keep it from turning parts of the mechanism white in places. Thoroughly dry with soft, clean cloths. Rinse the mechanism after washing with clean gas.

Removing the Parts

Remove some of the parts, before washing and cleaning as per above. If you are not thoroughly familiar with all the parts and numbers of various parts, secure a parts catalogue and refer to it and it will make the job easier. Remove first the film trap door or gate. Do this by opening the gate in the usual manner, lift upward against film protector number P-320-E part, tapping a little with a hammer to get it started as sometimes the gate binds a little. It is much better that the gate does fit snugly in its holder. Never exert any pressure against part E-3 as you will bend it out of proper adjustment. Now remove gear number G-112-G which is the main drive gear. These gears have markings on them so that you place the gear teeth back in the same place in order to prevent noise. Remove all the covers so that you will have free access to all the parts. Next remove the entire intermittent movement from the housing. Remove or place a heavy object in right rear cover, part number D-9, so it will stay down and be out of the way. Now loosen screws number S157B and push both clamps number C-294-BB out of the way so that the movement can be pulled out. Turn the flywheel until set screw in collar number C-192-G is facing the front of the mechanism. Loosen this set screw and next grasp flywheel with right hand and gear number G-12 with left hand and pull both towards you; thus you will easily remove the entire intermittent movement and gear G-12 at one operation, including the gear spindle. The mechanism is now in shape where you can do a good job of washing it and general cleaning.

If you want to remove complete governor unit of vertical shaft and gears, proceed as follows: scratch a mark on ALL gears so you can reassemble them back in the same place (same gear mesh). Remove screws holding top plate which is part number P-207-D, loosen the screw number S-141-A which holds the focusing knob and lift it off. Of course, we have taken it for granted that you have removed D-11 door and knob and part number C-152-D too. This will expose the governor and assembly plainly. Now take a punch and small hammer and very carefully drive out the taper pin from gear number G-13. Carefully remove center screw number S-437-G, loosen screw in gear number G-138-G, pulling shaft up and out which will release parts and they can be lifted out. When replacing these parts be sure and replace the washers, the thin washer going under gear G-138-G.

Part G-6 is the shutter gear bracket, gears and complete assembly and may be removed by taking out three screws. Or if you just want to remove the shutter shaft, remove or loosen set screw S-437-G which is in gear number G-147-G. Simply pull the shaft out. These instructions pertain to outside shutter.

The Intermittent Movement

To remove intermittent movement from rear shutter mechanism, remove two screws S-987-D. Pull the film trap gate lever backward so that gate is open. By following the above instructions you should have no trouble in removing and replacing parts. We suggest you clean the mechanism in this manner at least every three to six months.

In time, of course, the bearings and shafts become worn. It is possible to secure *oversize* shafts for the G-35, lower sprocket shaft, S-550-G shaft, S-1033-G upper sprocket shaft, S-1032-G, A-1 complete main drive gear shaft.

Repairing Powers projectors is similar. As with the Simplex cleaning job, secure pan, clean rags, gasolene, sufficient screw drivers, punches, small hammer, good bench or table to work on, small pans to hold screws and small parts, cleaning brushes and soft rags for wiping parts.

Remove mechanism from stand, removing lens, shutter and top magazines. Remove gate by pulling out hinge pin.

Remove aperture plate by taking out the four screws. In most mechanisms we have repaired we found screw holes stripped. Either use larger screw, tapping out and rethreading, or secure small, long brass screws and put nuts on the other end. This will hold the plate firm. Remove front plate that holds the lens. Remove flywheel, gear 677 and gear 678. Turn mechanism around so that front is facing you and you will find a collar holding gear number 640-41, loosen set screw and gear will pull out. Next remove the main drive gear number 630 by driving out the taper pin fitting on crank. Gear numbers 633-34-81 can be removed by driving out taper pin out of gear number 680. This gear and shaft will pull right out. To remove gear 618-19-20, loosen the screw in the top sprocket. To take off, in cases where a pulley is used, loosen the set screw in the sprocket, (takeup sprocket). To remove entire intermittent carriage, pull out, after you loosen two set screws on the inside of the frame, the two guide rods. The cover on the intermittent movement can be removed by taking out the four screws, Always keep a good gasket on to prevent oil leakage. 675-B is the cam and can be removed by loosening two set screws in the collar near the aperture plate. Group F, which is the bearing, pin cross and intermittent sprocket can be removed by loosening the screw near the idle-rolled bracket. The entire assembly can be pulled out for installing new dollers and sprocket. Use a "V" block for driving out pins.

Wesley Trout

MORAL IN RHYTHM

The people pass his theatre by;
They don't come in, he knows not why.
We must admit he's in a fix—
He's had those seats since 1906.

Novel Idea Simplifies Preparing Marquee Copy

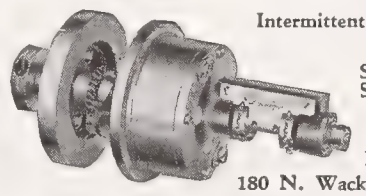
No need to worry any more about getting the copy ready for the man who changes your marquee sign; at least no worry as far as preparing the copy is concerned. For a new idea has been developed that should prove a boon to busy theatremen everywhere. With this idea, it won't take you so long to figure out how to get longer-than-usual or unique titles and copy on your marquee.

The idea has been developed by the Wagner Sign Service, Inc. Prepared for each of the various sizes of silhouette letters available is a set of rubber stamps of the complete alphabet and symbols. The letters are reduced to a scale of ¾ inch to one foot.

Also prepared are ruled sheets representing the layout of the attraction board. Made to the same scale as the rubber stamp letters, they can be cut to the exact size of the opening in the sign to be laid out.

An exact reproduction of the larger sign in miniature can be laid out by the manager or his assistants with the use of the rubber stamps and ruled paper. He can tell at a glance whether letters will or will not fit. There is no guessing. The rubber stamp sets are said to be reasonably priced.

Our only regret is that we were born 30 years too soon. What a lot of headaches we would have been spared had this material been available to us during our days as a marquee sign layer-outer.


Intermittent Movement and HARDENED Star, Cam, and Sprocket Specialists Since 1908
La Vezzi Machine Works
180 N. Wacker Dr., Chicago

BRANDT COIN CHANGERS LATE MODELS AT $80.00
ALSO HAVE A FEW GUARANTEED REBUILT CHANGERS @ $45.00
AMUSEMENT SUPPLY CO. INC.
341 WEST 44th STREET CIRCLE 6-0850 NEW YORK CITY

STR EQUIPMENT LITERATURE BUREAU

ELECTRIC LAMPS: The new and complete schedule of bulbs is now ready and will be found invaluable by theatremen who use various quantities throughout the year. It was prepared by the Hygrade Sylvania Corp., and covers ALL of the various sizes, styles, colors and prices in every lighting purpose. Ask for it when you make your next request.

PROJECTOR REPAIRS: This is an item of expense that not only runs into large sums but is important to the uninterrupted operation of your theatre. In this booklet you will learn some of the things you should know about mechanism repairs and overhauling. It was prepared by the International Projector Corp. and furnished to us by them in cooperation with the National Theatre Supply Co. Make it a MUST on your next request form.

POSTER COLORS: So many theatres go in for some show-card work and displays that to accommodate the increasing volume of requests for information on the proper paints, colors, etc., we secured the cooperation of the Devoe & Raynolds Co., to furnish us with a booklet pertaining to this item together with color plates showing the various colors available for this particular purpose. We suggest that you secure a copy while the supply lasts.

SILK SCREEN PROCESS COLORS: From the same company listed immediately above, we also secured a color sample card showing the colors available for silk-screen process work. Combined with it is valuable information about this process which is interesting enough to warrant your getting a copy just as soon as you have read this suggestion. Ask for it on the request form below.

APERTURE COOLING UNIT: This booklet clearly describes the uses and purposes of the Air Deflector and Aperture Cooling Unit for use with Simplex Projectors. Perhaps you should discuss this matter with your projectionists and determine whether it wouldn't be a good idea to know more about it. You can get the booklet for the asking.

WEIGHING MACHINES: Thousands of theatremen have found it profitable to purchase their own weighing machines for rest rooms and foyers in preference to renting them on a small percentage. Therefore, you should be interested in the recently completed folder made up by the Universal Scale Co., telling you all about its new streamlined models. Write to STR for this folder.

CONTI-GLO COLORS: This is the stuff that big stage producers use to create effects for stage numbers by applying Luminescent colors on scenery and costumes and flooding the stage with a special colored spot light. If you use any stage talent or local theatricals you will find this splendid booklet worth the trouble of sending for. Dazians, Inc., furnished the booklets for distribution to those who are interested.

SCREENS: Is your screen just something on which to project your pictures or are you of the more progressive type who wants to know more about screens and why some are better or more practical than others? Part of the answer will be found in the booklet prepared by the Hurley Screen Co. Allow us to send you a copy.

SUMMER UNIFORMS: Still time for the late decision-makers to get their minds made up as to the advisability and practicability of summer uniforms for the staff. You'd be agreeably surprised to learn how inexpensive they are, too. We have fully colored illustrated literature from two different, representative uniform companies for you to choose from.

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to equipment and the maintenance thereof. Theatremen are urged to keep themselves well informed on the latest trends in equipment through this bureau which operates as one of the services of this publication. There is no obligation involved in your request for as many of these booklets as you desire. Items of equipment not listed may likewise be requested just the same and we will endeavor to secure whatever you ask for. Readers who desire special information on any subject may address their requests to the Bureau where they will receive prompt attention.

RECTIFIERS: Here is one of a wide assortment of literature on this one item. This one comes from the Brenkert Light Projection Co., and explains in complete detail all you should know about their rectifiers.

LAMPHOUSES: The Brenkert Company has also issued a new colored broadside on its lamp houses. It is interesting and useful to all theatremen who pay attention to the light on their screens.

GENERATORS: Stabilarc, manufactured by the Automatic Devices Co., has sent us a limited supply of sheets describing its motor-generator. You will find the condensed information right to the point and worthy of your attention.

WATER COOLERS: Most up-to-date theatres provide their patrons with cooled water as part of their service. We have a neat folder that tells you more about electric coolers for your drinking water. Would you care to look it over?

ELECTRIC FANS: There are thousands of theatres still using wall or high speed fans for cooling during the summer season. Others need them for projection booth, offices, box office, and numerous and sundry other places. Let us send you a copy of the Westinghouse Fan book just completed by this nationally famous outfit. It will describe, in detail, all you should know about fans of all kinds and the prices.

SPOT AND FLOOD LIGHTS: Attractive lobby displays or front displays can be made a thousand per cent more attractive through being spot or flood lighted. This is the most popular angle of the day and in use by most of the better run theatres. Major Equipment Co., has a most interesting book which describes the various types of floor, reflector, spot and other types of lighting equipment expertly suited for the purposes described above plus the many other uses to which they can be put. Let us send you one of them.

AIR CONDITIONING: Information on this vitally important topic is now augmented with a most interesting booklet titled: "How To Buy Air Conditioning," published by Westinghouse and furnished to us for distribution to interested theatremen. Certainly anything and everything you should know about it is contained in this book and we heartily recommend it to every theatreman in search of information about air conditioning. May we send you a copy while the supply lasts?

GENERATORS: The Hertner Electric Co., has made up a series of small colored folders dealing with its motor generators. Each one describes some outstanding feature of these well known generators and will prove interesting to all theatremen who seek some data on this phase of their projection booth equipment.

VACUUM CLEANERS: The Hoover Co., has furnished us with a valuable folder on the various types and sizes in carpet cleaners and their incidental uses for drapes, etc. Smart theatremen know their carpets and drapes will last many years longer, even under the cruel punishment of good business, if they use an efficient cleaner.

TICKET REGISTERS: A theatre without a ticket register is as old fashioned as your great grandmother, (if she was old fashioned). At any rate, you will be faced with the problem of buying one or replacing some antique now groaning under the weight of old age, so we suggest you let us send you a copy of the booklet made up by General Register Co. It tells all about the latest inventions in ticket machines.

LAMP-HOUSES: This part of your booth and projector equipment is so closely related to the projectors and your entire show that they must, of necessity, go hand in hand. That is why we urge you to send for a copy of the Strong Electric book on lamphouses. Why not do this while it is fresh in your mind? The request form on this page will do the trick.

AIR CONDITIONING: It is simply a matter of time before you will have to make a decision about air-conditioning for your theatre. The Carrier Co., has a most interesting book that deals with the subject along the very lines that you will want to know about—economy in air conditioning. You can never know too much about the subject. Would you like a copy of this book?

LIGHTING PLANTS: (Emergency) STR has long advocated the installation of emergency lighting equipment both for theatres in towns where current failure has been a regular occurrence as well as in other places where even the remote possibility of such a thing would mean a large loss in revenue, and the use of refunds. Kohler and Kohler has made up a condensed pamphlet on the subject that will tell you all you need know for your introduction to the subject.

LOBBY MATS: No up-to-date theatre should overlook the necessity of rubber mats for their lobbies, foyers, etc., and the folder prepared by O. W. Jackson & Co., will not only tell you all about them but also how you can brighten up your entire lobby and foyer while making a practical installation. The mats last long enough to charge them off over a long period of years.

THEATRE SEATING: American Seating Company has a new booklet interestingly titled: "Theatre Seating, 1939 B.C.—1939 A.D." which every theatreman should have. Already the demand is increasing. While it is on your mind drop us a line and we will send one to you by return mail. Use the request form on this page.

UNIFORMS: Russell Uniform Co., has compiled another book illustrating its line of theatre-staff uniforms. This is one of the best books of its kind and every theatreman should have a copy. At this time, when you are possibly still considering new spring or summer uniforms you will want to see the various styles in both male and female plates. Include this book on your request form NOW.

CHANGE MACHINES: Published by the Brandt Automatic Cashier Co., this combination of two interesting booklets describes the various types of machines and other coin receptacles. Where making quick and accurate change is essential, these booklets will tell you all you need know about doing it the right way.

COOLING EQUIPMENT: National Theatre Supply has made up an unusually attractive book dealing with cooling equipment in all its phases. We consider it one of the best ever turned out and believe every smart theatreman should have a copy, not only for the interesting data and illustrations but for the aid it will give in figuring out your own cooling and ventilation problems. Allow STR to send this to you.

ELECTRIC BULBS: Here is one subject that all theatremen should be familiar with. Westinghouse Lamp Co., made a booklet up to meet all questions as to wattage, type and cost. A careful perusal might give you some ideas on how to brighten up some spots while cutting down wattage in others. If you haven't a copy, send to us for this one.

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

4/29/39

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

....

....

..... **Signed** .....

..... **Theatre** .....

..... **Address** .....

..... **City** .....

..... **State** .....

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

ANDY HARDY GETS SPRING FEVER

MGM **Drama** **Not set**

Selling Names: Mickey Rooney, Lewis Stone, Cecilia Parker, Fay Holden.
Director: W. S. Van Dyke.
Producer: Lou Ostrow.
Story Idea: Mickey Rooney finds that his girl friend, Ann Rutherford has a new boy friend. Mickey is dejected until Helen Gilbert arrives as a substitute dramatic teacher. He becomes a first class student and tells the family of his plans to marry, until Helen's real fiance arrives. He then makes up with Ann.
Catchline: "Jilted . . . Mickey finds himself an 'older' love."

ON BORROWED TIME

MGM **Drama** **Not set**

Selling Names: Lionel Barrymore, Bobs Watson, Sir Cedric Hardwicke.
Director: Harold S. Bucquet.
Producer: Sidney Franklin.
Story Idea: Lionel Barrymore is desperately afraid that Death will claim him before he can make arrangements for his orphaned young grandson, Bobs Watson. When Death, in the form of a mysterious stranger, arrives, Barrymore trees him so that only those touching the tree will die. Bobs is enticed, by the stranger, to climb the tree and when he dies, Barrymore agrees to accompany the stranger so that he and Bobs can be together always.
Catchline: "His prayer was answered . . . they were together for always."

LIGHTHORSE HARRY

WB **Comedy** **Not set**

Selling Names: Bert Wheeler, Marie Wilson, Gloria Dickson.
Director: Noel Smith.
Story Idea: Bert Wheeler signs up with a football team with the understanding that his lady love, Marie Wilson, be permitted to come along. Marie makes life impossible for the rest of the team, so is sent home—but has to be brought back because Wheeler is no good without her supervision.
Catchline: "A female football coach . . . and how she made her men work."

TIDAL WAVE

Rep **Drama** **Not set**

Selling Names: Ralph Byrd, Kay Sutton, Mickey Kuhn.
Director: John Auer.
Assoc. Producer: Armand Schaefer.
Story Idea: Ralph Byrd, a television news commentator receives an anonymous message to call off his opposition to the city's corrupt political ring, or else his wife, Kay Sutton and their son, Mickey Kuhn, will suffer. He unexpectedly finds among his news collection, conclusive proof that the leader of the opposition is an escaped convict and immediately goes into action.
Catchline: "Television . . . a new method of wiping out corruption.

ACROSS THE PLAINS

Mono. **Western** **Not Set**

Selling Names: Jack Randall, Joyce Bryant.
Director: Spencer Bennett.
Assoc. Producer: Robert Tansey.
Story Idea: Jack Randall, known as Cherokee, because he has been brought up by the Indians, is seeking his long-lost brother, Dennis Moore. He finds him a notorious outlaw, and when Moore arranges to steal a shipment of gold, it is Randall who, in trying to prevent the hold-up, sees his long-lost brother killed.
Catchline: "A trail across the plains reunited the brothers."

6,000 ENEMIES

MGM **Drama** **Not Set**

Selling Names: Walter Pidgeon, Rita Johnson, Nat Pendleton, Harold Huber.
Director: George Seitz.
Producer: Lucien Hubbard.
Story Idea: Walter Pidgeon is a militant prosecuting attorney who, because of his relentless drives against vice, is framed on a bribery charge and sentenced to the State Penitentiary, where his life is in constant peril amid his thousands of convict enemies. Rita Johnson, his fiancee, and his brother, John Arledge, uncover the evidence that frees him.
Catchline: "Framed and given the same fate as his enemies he wins their respect."

MAIZIE WAS A LADY

MGM **Drama** **Not Set**

Selling Names: Robert Young, Ann Sothern, Ruth Hussey, Ian Hunter.
Director: Edwin L. Marin.
Producer: J. Walter Ruben.
Story Idea: Robert Young, manager of Ian Hunter's ranch, is accused of murder when Hunter is found dead. Ann Sothern, a show-girl who had been working as Ruth Hussey's (Hunter's wife) personal maid and had left in a huff—comes back in time to prove Hunter's death was self-inflicted because of Ruth's infidelity.
Catchline: "The havoc wrought in their lives by a woman who cannot be faithful."

"Castles" Given Unusual Campaign in Fort Worth

Frank Starz, director of publicity for the Interstate Circuit, and Manager Frank Weatherford of the Worth Theatre, Ft. Worth, Texas, staged one of the Southwest's greatest campaigns for "The Story of Vernon and Irene Castle," the opening of which coincided with that of the Radio City Music Hall in New York. Ft. Worth is where Vernon Castle met his death.

Tremendous breaks were scored in the newspapers with a number of special remembrance stories. *The Star-Telegram* used a 5-column reproduction of the page of its issue of February 15, 1918, on which the Castle crash took precedence over all war news. There were numerous stories from Castle's associates.

The opening ceremonies were broadcast by Elliott Roosevelt, and Starz and Weatherford "broke in" on the newscasts over Stations KTAT and KFJZ. Posting and sniping were stepped up, and special pennants flew from all down-town street light standards. An excellent tieup was made with Striplings for the gowns, with blowups and other displays placed throughout the store.

The mayor issued a special-day proclamation, and the Chamber of Commerce requested all merchants to carry "The Castles" advertising inside stores and windows. From atop the theatre a cluster of balloons was suspended along with aerial pennant banners. Through a tieup with a florist and a commercial plane company, rosebuds were showered on the streets. Ten thousand special heralds with story for schools were distributed, and table cards stood on all tables at hotels and restaurants.



Presenting Prizes in British Contest

G. Woodman of the Odeon Cinema, Watford, England, being congratulated by his colleagues as he presented the first prize in the Paramount-BUKTA competition for the best display on Paramount's "Artists and Models Abroad". Left to right: H. Yorke, Joint assistant general manager; W. J. Taylor, general manager; J. Adams, area administrator, W. H. Jamieson, exploitation; Oscar Deutsch, governing director; C. B. Harrison, BUKTA; J. Perry, BUKTA; S. B. Swingler, Engineer in Chief; G. Woodman, manager, Odeon, Watford, H. Taylor.

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

IN THE SHORT SHOPS

RKO

"Information Please," the radio program that achieved popularity by complete reversal of the usual formula of "experts stump public," will be filmed by Pathe. The contracts, signed early this week, permit a series of thirteen reels, each with a different guest star, if the first subject meets with approval. Clifton Fadiman, book critic for the New Yorker, will repeat his role of Master of Ceremonies. The board of experts will include John Kieran, sports editor of the *New York Times;* Franklin P. Adams, who writes "The Conning Tower" for the *New York Post;* and Oscar Levant, music director of "The American Way." The guest expert who will supplement the regular roster for the first short has not been announced, but will be one featured in past broadcasts.

Producer Bert Gilroy will wind up the 1938-39 production schedule of Radio Flash Comedies this week. The last unit has gone before the cameras with Harry D'Arcy directing and the cast including Grady Sutton, Marjorie Reynolds, John Dilson, Lloyd Ingraham and Kathryn Sheldon.

Vitaphone

"Ed Sullivan's Hollywood," the columnist's column in celluloid, is to be produced by Warner Bros. with an all-star cast of Hollywood celebrities. Already selected for the two-reel featurette are Edward G. Robinson, Wayne Morris, Pat O'Brien, Jeffrey Lynn, Gale Page, Priscilla and Rosemary Lane, and Margaret Lindsay. Transfer of Sullivan's Hollywood to film will begin early in May.

Ozzie Nelson and His Orchestra, popular dance band, started work in a one-reel Vitaphone Musical film this week. Featured with the orchestra is Miriam Grahame, well-known songstress. Roy Mack is directing the film.

Ted Osborne, John Ridgely, Vernon Steele, John Hamilton, Raymond Brown and Tom Chatterton have been set for principal roles in "The Bill of Rights," Warner Bros. historical featuret, which starts shooting Monday. Crane Wilbur will direct. Glen Langan, new Warner contract player, makes his debut in this picture. He formerly appeared with the Henry Duffy Players.

Columbia

Walter Catlett's recently completed comedy had its preview last week and kept a large audience in continuous mirth. As yet without a final title, this two-reeler concerns an unexpected birthday party and provides Catlett with plenty of opportunities for his inimitable brand of comedy. The picture's supporting cast includes Ann Doran, Forbes Murray, Tommy Bond, Beatrice Blinn and John Tyrrell. Searle Kramer and Edward Ullman wrote the screenplay, Charley Chase directed, and the production was supervised jointly by Chase and Hugh McCollum.

MGM

Thomas Gray's "Elegy Written in a Country Churchyard," a poem that took seven years to write and seven months to produce into motion picture entertainment, will be on the screen for just seven minutes. As the latest step in the cartoon field, Hugh Harman, Metro-Goldwyn-Mayer cartoon producer, is offering a cartoonization of the famous verse. It will be seen in fantasy form, a voice reciting the lines while the cartoon unfolds itself on the screen. Harman started working on the cartoon in the first week of November, 1938, and will finish it the last week in May, this year.

Newest Pete Smith Specialty, "Culinary Carving" started production this week. Felix E. Feist is directing. M. O. Cullen, nationally known carving expert, heads the cast which includes Billy Newell and Sally Payne. Sid Sidman is assistant and John Seitz cameraman.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning April 29)

ASTOR—Penny's Picnic (MGM) rev. 1-7-39; Nostradamus (MGM) rev. 10-15-38; Popular Science No. 2 (Para.) rev. 11-19-38.
CAPITOL—Screen Snapshots No. 9 (Col.); Strauss Waltzes (Col.) rev. this issue; The House That Jack Built (Col.).
CRITERION—Mexico (Para.) rev. 9-24-38; Money to Loan (MGM) rev. 4-1-39; Lone Ranger Rides Again No. 11 (Rep.) rev. 2-18-39.
PARAMOUNT—Pictorial No. 9 (Para.); Good Skates (Para.) rev. this issue; Leave Well Enough Alone (Para.) rev. this issue.
RADIO CITY MUSIC HALL—Donald's Lucky Day (RKO) rev. 10-22-38.
RIVOLI—Donald's Lucky Day (RKO) rev. 10-22-38.
ROXY—Barnyard Egg-citement (20th-Fox) rev. this issue; Muscle Maulers (20th-Fox) rev. this issue; The Chump Takes a Bump (Col.).
STRAND—Bars and Stripes Forever (Vita.); Mechanix Illustrated No. 4 (Vita.).

"New Roadways" Paved With Good Exploitation

For your showing of the John Nesbitt Passing Parade, "New Roadways," run a teaser campaign among the want ads in the Help Wanted columns of your daily paper. Let job-seekers know that in order to learn of a wide choice of employment opportunities now open in new fields of science and industry they should see "New Roadways."

A stunt that's certain to get attention in the dailies is to offer to admit free during the engagement of the film every person who hires a new employee through your local employment service.

To create interest, place a number of posters in conspicuous spots around town, copy being "Men Wanted . . . 1,000 New Jobs Must Be Filled at Once . . . see 'New Roadways,' etc."

Tie in with the Chamber of Commerce. This body is always interested in publicizing the growth and development of the community as far as business and industry are concerned. Get them to prepare a display for you in which a chart shows the increase in employment records for the past ten or twenty years, the number of new industries established in your locality in recent years with photographs illustrating the type of employment offered by each.

By borrowing a number of white mice, you can place them in windows along with cards bearing this copy: "Thanks to These Rats . . . humanity has benefited by countless new discoveries in medicine, in the discovery of new vitamins, in improved food and dietary developments . . . see them as heroes of the laboratory in 'New Roadways'."

Young folks are usually asking for vocational advice, so announce your showing to teachers and librarians.

. . NEWSREEL SYNOPSES . .

(Released Saturday, April 29)

PARAMOUNT (No. 77)—West commemorates rail link with East; New art gallery takes shape; Transportation for British royalty; Football on bicycles; N. Y. Curb Exchange gets new president; Cuba rushes new youth movement; "Death Valley" Scotty under Federal scrutiny; Highlights of N. Y. World's Fair.

MOVIETONE (Vol. 21, No. 66)—Sec'y. Hull makes peace plea; Conscription in Britain; War in China; Freighter on ice in Lake Erie; Preview of N. Y. World's Fair; Flying instruction at Albuquerque, N. M.; Circus day in Chicago; Duke's anniversary; Partial eclipse of sun; Flying Hutchinsons off; Franco makes speech; Ex-King Alfonso at religious ceremonies in Rome; Summer fashions; Lew Lehr and crabmeat cocktail.

PATHE (Vol. 10, No. 81)—West Point cadets on dress parade; Sec'y. Hull makes peace plea; Sugar plantations in Hawaii; Newspaper facsimilie broadcasting demonstration in Missouri; Vogue fashions; Diving champions train.

NEWS OF THE DAY (Vol. 10, No. 262)—Preview of N. Y. World's Fair; Japanese storm Chunking; Conscription in Britain; Sec'y. Hull makes peace plea; Archbishop Spellman of N. Y.; J. Edgar Hoover stars in publishers' show; Capital boys get boxing lessons; Table tennis.

UNIVERSAL (Vol. 11, No. 766)—West Point cadets in dress pararde; Conscription in Britain; New freighter at Montreal; Atlantic Clipper christened; World's biggest cheese; Ice made from powder; Model trains at N. Y. World's Fair; May Robson 75 years old; Baer helps girls train; Rodeo death dodgers; Champ and chump divers at Pasadena.

(Released Wednesday, April 26)

PARAMOUNT (No. 76)—Savannah, Ga., paper festival; Probe sabotage in burning of French liner; Steeplechase at Sidney, Australia; Goering in Africa; Occupation of Albania; Refugees join French army; Max Baer trains for comeback; Lou Nova trains for bout with Baer; Doug Fairbanks, Jr. weds Mrs. Lee Epling Hartford; Tyrone Power and Annabella wed; Daylight saving time explained.

MOVIETONE (Vol. 21, No. 65)—French liner burns; Fleet steams to the Pacific; Occupation of Albania; British royalty inspects country's preparedness; Savannah, Ga., paper festival; Lindbergh visits Roosevelt; Archbishop Spellman appointed to head N. Y. archdiocese; Winston Churchill in Britain's defense plans; Tyrone Power and Annabella wed; Parachute jumping at Lakehurst, N. J.; Lew Lehr and French monkeys; Yankees begin baseball season; Youngsters go trout fishing; Motorcycle climb in England; Lawrence, Kansas, relays.

NEWS OF THE DAY (Vol. 10, No. 263)—British royalty inspects country's preparedness; War drills in Italy; Refugees join French army; Probe sabotage in burning of French liner; Fleet moves to the Pacific; Parachute jumping at Lakehurst, N. J.; Tyrone Power and Annabella wed; Candid camera fans pick Miss California; Track records topple in Kansas relays; Youngsters go trout fishing.

PATHE (Vol. 10, No. 80)—Occupation of Albania; Washington's inaugural journey ends at New York's City Hall; Sec'y Perkins holds press conference; Parachute jumping at Lakehurst, N. J.; Gen. Johnson appears before Senate Foreign Relations Committee; Golden Knight wins Chesapeake Stakes; Fiesta honors battle of the Alamo (Texas only).

UNIVERSAL (Vol. 11, No. 765)—Occupation of Albania; Lindbergh visits Roosevelt; S. S. Paris burns at dock; Children's Christmas fashions; Yankees begin baseball season; Fleet moves to the Pacific; Parachute jumping at Lakehurst, N. J.; Washington arrives at New York's City Hall; Savannah, Ga., paper festival; Golden Knight wins Cheasapeake Stakes.

Short Subject Reviews

SCREEN SNAPSHOT NO. 8

Prod. No. 9858 ***Good***

Col. Screen Snapshot 9½ mins.

Comment: The setting of this one is entirely on Hollywood's Tropical Ice Gardens where many of Hollywood's best known stars are seen tripping the light fantastic on the ice. It's rather interesting to see them skating in bathing suits. On the whole the subject is good with an interesting commentary. It is strange to see Hollywood's stars skating when one never pictures them indulging in this sport. Some of the brightest of the screen's luminaries are portrayed.

Exploitation: Post a list of the stars seen in this subject in the lobby to excite interest. If there is a local ice skating rink post special notices there. Give the subject a plug in your lobby, programs and newspapers ads.

STRAUSS WALTZES

Prod. No. 9658 ***Different***

Col. Community Sing No. 8 11 mins.

Comment: This subject differs completely from its predecessors in that it employs only the songs of one composer and they are classical as opposed to the folk songs and popular numbers previously employed. Gene Morgan is again Master of Ceremonies. Among the songs played are "Vienna Woods", "Life in Vienna", "Voice of Spring" and the perennial "Blue Danube". It should go over well where *gemutlichkeit* has a familiar ring and there are plenty of music lovers.

Exploitation: Sell this to choral societies, to music schools and music departments of public schools. List the songs in the lobby together with some selling copy on the subject.

NAVY CHAMPIONS

Prod. No. 9805 ***Fair***

Col. World of Sports No. 8 9½ mins.

Comment: This subject for its first half shows the Annapolis midshipmen indulging in all the sports on the campus. It holds the interest for the first half but the latter half dealing with an old Army-Navy football game is rather flat at the present time and will become flatter as time goes on. Football has little interest for an audience outside of football season and most especially when it is an old game. Some of the sports of which brief glimpses are shown are flying rings, tumbling, boxing, fencing, rowing, sailing, etc.

Exploitation: Tie up with local schools and ask the gymnasium instructors to recommend this subject to their classes. Invite any local Annapolis alumni.

LEAVE WELL ENOUGH ALONE

Prod. No. E8-7 ***Fair***

Para. Popeye No. 7 7 mins.

Comment: Popeye saddened by the sight of dogs caged in a pet shop releases them all. When they are picked up by the dog catcher he has to go chasing them and buy licenses for them. But they are glad to go back to their cages in the pet shop. The subject is just fair. No spinach in it and no particular point. Directed by Dave Fleischer.

Exploitation: Tie up with pet shops. This should be a natural on this one. Use a cutout figure of Popeye in your lobby.

MUSCLE MAULERS

Prod. No. 9404 ***Very Funny***

20th-Fox Lew Lehr No. 4 11 mins.

Comment: This shows the goofy sport of wrestling at its goofiest. After a few rounds of "straight" wrestling as practiced today, the audience is shown a couple of feminine muscle maulers who really have something on the ball. Then comes a free-for-all in the mud, followed by one in the snow. Wrestling is indeed portrayed at its goofiest here. Even the women will get a kick out of it when they see others of their sex mauling each other for all they are worth. This subject was produced by Truman Talley, arranged by Jack Gordon, edited by Russ Shields and described by Lew Lehr.

Exploitation: If there is a wrestling arena in your town put up notices of this showing. It might be a good stunt to sponsor a wrestling contest especially one involving a couple of comely girls.

BARNYARD EGG-CITEMENT

Prod. No. 9527 ***(Tech.)*** ***Excellent***

20th-Fox Terrytoon 7 mins.

Comment: Mr. and Mrs. Rooster celebrate the arrival of a blessed event. The celebration is a howl from beginning to end. Then the cause of it all goes astray and is caught by the hawk. But the barnyard police force comes valiantly to the rescue and the little chick is saved. This one is a howl and is the best cartoon we've seen in many a day. Paul Terry, who produced it, has gone modern in a big way and if this is a sample of his future product we can only suggest that you jump on the band wagon.

Exploitation: A display of baby chicks in the lobby, appropriately placarded would help this subject. Give it a big plug in your lobby, programs and newspaper advertising.

MYSTIC SIAM

Prod. No. 9105 ***Fair***

20th-Fox Magic Carpet No. 5 10 mins.

Comment: There have been many travelers to Siam during the past year or so, judging from the number of travelogues to come out of that country. This one is not as good as some of the others. Some of the scenes are becoming so familiar we almost feel we've been to Siam ourselves. The river with its heavy traffic, the temples and all the other points of interest are covered in this one. It was photographed by Eric Mayell, produced by Truman Talley, edited by Lew Lehr and narrated by Lowell Thomas.

Exploitation: Tie up with travel agencies. Get history and geography teachers in the local schools to urge their students to see this subject.

SMALL FRY

Prod. C8-4 ***(Tech.)*** ***Okay***

Para. Color Classic No. 4 7 mins.

Comment: The famous song provides the theme for this cartoon. The little fish wants to be a big shot and though his mother forbids him to go out at night he tries to join a man's club. But they scare the life out of him with all kinds of big fish pursuing him. So the little fish returns home scared to death and satisfied to remain a small fry.

Exploitation: Give the subject a plug in your lobby, programs and newspaper advertising.

ALADDIN AND HIS WONDERFUL LAMP

Prod. No. EE8-1 ***(Tech.)*** ***Swell***

Para. Special Two Reeler 22 mins.

Comment: Glamorous Olive Oyl is a script writer in a Hollywood studio. She is writing a revival of "Aladdin and his Wonderful Lamp." Then the story moves to its picturization. Popeye is a poor but honest workman but is madly in love with the Princess. An evil man asks him to get the wonderful lamp, saying he is a messenger from the Princess. He does and outwits the villain. The genii of the lamp (with a Herman Bing accent) makes him a wealthy Prince but as he is about to marry the Princess the villain steals the lamp. Popeye pursues and he finds his spinach is as good a magic device as the lamp. This part of it is really a howl. Popeye at one point says he never made love in Technicolor before. Dave Fleischer, who directed this cartoon, hit the bell with it for a sock.

Exploitation: Tie up with Popeye merchandise. Put a standee of Popeye in the lobby. Tie up with the Popeye cartoon strip in the newspapers. Be sure to stress the Technicolor since Popeye generally appears in black and white. The smart showman will devote plenty of space in his ads to this subject.

UNUSUAL OCCUPATIONS No. 5

Prod. No. L8-5 ***Interesting***

Para. Unusual Occupations 11 mins.

Comment: Two young ladies who psychoanalyze "doodles" are shown examining the scrawls of Ben Bernie, Lanny Ross and Jessica Dragonette. This sequence offers several good names. Then there's a woman who sculpts hands and she is shown doing Guy Lombardo's, so there's another good name. The final part of the film shows Jean Parker of movie fame, designing her own clothes. There are other clips as well. This subject is especially interesting in that it introduces names in most of the clips and should be well liked by every one.

Exploitation: Stage a "doodle" analysis in your town. Ask patrons to bring samples of their scribblings for analysis. Run a contest for the best local designer of dresses like Jean Parker. Use the names of these stars on your marquee and on a 40 by 60 board in your lobby.

GOOD SKATES

Prod. No. R8-10 ***Very Good***

Para. Sportlight No. 10 10 mins.

Comment: Here's one which is good winter or summer despite the fact that it deals with a winter sport. Maribel Vinson and Guy Owen show some of their marvelous skating steps. There's a history of skating to lead off the subject properly and plenty of the Owens' dancing. The reel winds up in fine fashion with Peggy Fay and Dick Toucey giving an excellent demonstration of how to clown on ice. This subject should be well liked on any program.

Exploitation: Tie up with local skating clubs. Post notices at rinks of your showing. Tie up with dealers selling skates. Invite any local skaters who have reputations as your guests for a newspaper break. Give the subject a plug through the sports pages, in your lobby, programs and newspaper ads.

The Box Office Slant

Calling Dr. Kildare

(Continued from page 11)

effort. Humor, tenderness and human relationships are so splendidly interwoven, that it makes the film understandable and appealing to nearly every type of audience. Lionel Barrymore, as the crabby old doctor with a heart of gold and Lew Ayres, as his pet interne, both give flawless performances. Others in the cast all do splendidly. Heralds in the form of prescription blanks should be distributed to your patrons. Cooperation from local physicians and hospital internes could be secured. Letters sent to every doctor in your community, inviting them to a special showing of the picture could be arranged with newspaper cooperation.

OUTSTANDING: Lionel Barrymore, Lew Ayres and Harold S. Bucquet's direction.

Catchline: "He found that mankind's ills could be cured in many ways." **(FAMILY)**

Juarez and Maximilian

(Hollywood Preview)

Torres* Drama 95 mins.

Historical Story Of Old Mexico Suitable As Second Half Of Double Feature Bills

(National Release Date, April 29)

Cast: Medea Novara, Lionel Atwill, Conrad Nagel, Guy Bates Post, Evelyn Brent, Frank McGlynn, Sr., and others. Original story by Miguel C. Torres. Screenplay by Jean Bart, Jerome Chodorov and Miguel C. Torres. Produced and directed by Miguel C. Torres.

Plot: Back in 1865, Napoleon III, (Guy Bates Post) persuades Conrad Nagel and Medea Novara to leave their country and come to Mexico to rule as King and Queen of this country that he has conquered. Unfortunately, the rebels do not take kindly to the new couple, who are to replace their beloved Juarez (Jason Robards) and after a series of battles and hardships, they surrender themselves and their Republicans and allow the ruling of Mexico to go back where it rightfully belongs. Medea Novara at the finish is driven crazy, while Nagel is lined up with his generals and killed by a firing squad.

SUMMARY: The authentic production values could make this second feature on a double bill, if judiciously cut to about sixty minutes from the present ninety-five minute form. Good acting by the three principals Medea Novara, Lionel Atwill and Conrad Nagel, and the use of their names for advertising should help. The rest of the large cast does well in their respective roles. Miguel C. Torres should gain plenty of experience in producing and directing, from this, his initial effort. Have lobby display of weapons and ammunition of 1865 era. Get dress shops to display hoop skirt styles in window displays. Offer free tickets for the best thesis of this historical period in the history of Mexico.

OUTSTANDING: Medea Novara and Conrad Nagel.

Catchline: "They gave up their crowns of gold for one of thorns." **(FAMILY)**

*This picture is being States Righted.

"U. P." Promotion Portfolio

Paramount's spectacular exploitation material on Cecil B. DeMille's "Union Pacific" is presented in portfolio form, with separate press sheets for each of the three departments into which the campaign is divided under headings of Promotions, Publicity, Advertising.

Promotions covers the wide range of sales accessories for mailing, cooperative campaigns with local dealers, etc. A variety of these tie-ups has been arranged and practical application to local situations is outlined. The Publicity book is equally extensive in its coverage of stars and story angles. Advertising is illustrated with newspaper displays for which star photos, atmospheric illustration and title mats and cuts are available for campaigns of varying scope and style.

Undercover Agent

Monogram Comedy-Drama 56 mins.

Combination of Conventional Crook Drama and Character Comedy; Fair Program Film

(National Release Date, April 5)

Cast: Russell Gleason, Shirley Deane, J. M. Kerrigan, Maude Eburne, and others. Original story by Martin Mooney. Directed by Howard Bretherton. Produced by E. B. Derr.

Plot: Russell Gleason, mail clerk ambitious to be postal inspector, is engaged to Shirley Deane, secretary to a man who goes after "smart money" by faking sweepstakes tickets. Her father, who spends most of his daughter's salary on drink, gets some tickets and flourishes, selling them at high commissions. When he finds the tickets are counterfeit, he confronts the head of the gang—his daughter's boss. The gang is about to make its get-away when Gleason and Shirley call in the authorities. Gleason wins a promotion.

SUMMARY: Purely routine film fare and designed for the lower half of dual bills. As such it is good substantial pastime and will hold the interest of mixed audiences. There's no conviction to the plot and nothing exciting in the way of situations, but a comedy part played by J. M. Kerrigan as the dad who likes his liquor in an inoffensive way, is good for laughs that will make the majority enjoy the rest of the play about romance and battles with crooks. Play up the sweepstakes angle, with ballyhoo heralds, etc., and fight of postal authorities on racketeers.

OUTSTANDING: Comedy by J. M. Kerrigan.

Catchline: "Exposing the sweepstakes racket." **(FAMILY)**

Romance of the Redwoods

Col. Drama 67 mins.

Suspense And Action Mark Northwoods Drama As Palatable Fare For Thrill Fans

(National Release Date, Feb. 28)

Cast. Charles Bickford, Jean Parker, Alan Bridge, Gordon Oliver, Ann Shoemaker, Lloyd Hughes, Pat O'Malley, Marc Lawrence, Earl Gunn, Erville Alderson, others. Screenplay by Michael L. Simmons from an original story by Jack London. Directed by Charles Vidor.

Plot: Veteran logger Bickford helps city-bred Oliver get a job in the backwoods. Oliver falls in love with Jean Parker. Although Bickford loves her, too, he pretends not to notice the courtship. On Oliver's wedding day, he is accidentally killed when defective machinery loosens a log, crushing him. Bickford is the only witness. Public opinion accuses Bickford of killing Oliver, with jealousy as the motive. Jean, however, stands by him, and at the trial, Bickford is acquitted. Fellow workers, in spite of the verdict, try to "freeze" him out. He is leaving camp when a fire breaks out, trapping the men. Jean persuades him to save them. He does so, and wins their gratitude. It looks as though he might win Jean, too, at the fadeout.

SUMMARY: For those who grab a sack of peanuts or popcorn and set out to see a film with action its main ingredient, "Romance of the Redwoods" should be palatable fare. Although it's inclined to drag in spots, it nevertheless builds suspense up to a forest fire climax. A strange twist in the story gets Oliver, the romantic city-bred lover of Jean Parker, out of the plot before the film is half over. A fine romance! Bickford is the silent, heroic lumberjack who can fight his weight in wildcats yet is so inferior he can't expect Jean to "love a lug like me." The photography is fair, but when reviewed some of the dialogue was difficult to catch. Charles

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BOOKS

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Vidor's direction is okay, except that he might have speeded things up a bit in spots, specially during the conflagration. While the film doesn't seem likely to stand on its own, it should fill the action half of a dual bill. Sell it as a savage story of elemental passions flaming against monumental trees. Scare-heads in your ads, along with emphasis on action, should get the thrill fans.

OUTSTANDING: Strange twists of the plot.

Catchline: "A romance as untamed as the wilderness which gave it birth."

(FAMILY)

Sorority House

RKO Comedy Drama 64 mins.

Will Please Youths And Older Patrons; A Film You Can Sell to Produce Good Results

(National Release Date, May 5)

Cast: Anne Shirley, James Ellison, Barbara Read, Adele Pearce, J. M. Kerrigan and others. Screenplay by Dalton Trumbo, from the story "Chi House" by Mary Coyle Chase. Directed by John Farrow. Produced by Robert Sisk.

Plot: Anne Shirley realizes her ambition to go to college when her father, a small town grocer, goes into debt to send her to Talbot U. There the emphasis on social life and membership in a sorority is so strong, Anne aspires for such membership. A ruse by James Ellison, who has a deep affection for Anne, gets the girl an invitation to join a very snobbish sorority, whose members believe her dad is wealthy. The father borrows more money to pay Anne's initiation fee, goes to the college and only after Anne realizes with shame her effort to hide the fact her dad is not wealthy, does she withdraw from the sorority and forget the sham and social posturing.

SUMMARY: A thoroughly entertaining film of the best program class, this will require vigorous selling to make it mean much at the box office. But it will stand up to a good campaign—which can approach from either the angle of youthful romance, college life, or the more socially significant angle of a story revealing the snobbishness existing on college campuses and in sorority groups. The acting is of the best. Anne Shirley does a splendidly consistent job as the girl; James Ellison pleases as the husky medical student; Barbara Read is outstanding as the girl who was snubbed by the sorority; J. M. Kerrigan scores as the philosophic country grocer who straightens out the girls whose trials and tribulations seem so great and overwhelming—to them.

OUTSTANDING: Quality of acting and direction.

Catchline: "Youth meets a dramatic challenge to love and loyalty on a college campus." (FAMILY)

Big Town Czar

(Hollywood Preview)

Univ. Drama 62 mins.

Fine Direction And Treatment Of Old Rackets Yarn Makes Fair Programmer

(National Release Date, April 21)

Cast: Barton McLane, Tom Brown, Eve Arden, Frank Jenks, Horace MacMahon, Ed Sullivan and others. Screenplay by Edmund Hartmann, from original story "Czar Of Broadway" by Ed Sullivan. Directed by Arthur Lubin, Associate Producer Ken Goldsmith.

Plot: Barton MacLane, a product of New York's tenements, with the aid of his side kick, Frank Jenks, ousts big boss Walter Woolf King and takes over the numbers and marble game rackets. He is shunned by his parents and boyhood sweetheart, Eve Arden. His younger brother, Tom Brown, starts to work his way through college but finds out how easy MacLane is making big money in rackets and insists he be taken in as the latter's personal bodyguard. When rival gangsters gun for MacLane it is brother Tom who steps in the way of a bullet and is killed, during a bloody battle. MacLane is finally cornered, then captured by police and ends up in the electric chair.

SUMMARY: No real box office names here but with the aid of syndicated columnist Ed Sullivan, good snappy direction and fine production, this one should easily hold its own on any double bill as the action half. Barton MacLane makes his role believable as the big shot racketeer and is more than ably abetted by the swell performances of Tom Brown, Frank Jenks and Horace MacMahon. Eve Arden as the sweetheart, and Ed Sullivan in for a short scene, are adequate. For lobby display have several of Ed Sullivan's column mastheads blown up and place the enlargements in advantageous spots around the lobby and entrance of theatre. Play up his story as a crime expose in newspaper advertising.

OUTSTANDING: Acting of Tom Brown, direction and production.

Catchline: "He was a big shot until he dealt himself the wrong card,—from the bottom of the deck." (FAMILY)

Street of Missing Men

Rep. Drama 65 mins.

Lack of Romance Limits Story of Big City Racketeering to Fans Who Like Action

(National Release Date, April 28)

Cast: Charles Bickford, Harry Carey, Tommy Ryan, Mabel Todd, Guinn Williams, Nana Bryant, Ralph Graves, John Gallaudet, Regis Toomey. Screenplay by Frank Dolan and Leonard Lee. Directed by Sidney Salkow. Associate Producer, Armand Schaefer.

Plot: Bickford, racketeer, returns from Alcatraz and goes to the office of Carey, editor of the paper that sent him to jail. He intends to kill Carey. Later, incensed at the warning of a rival gangleader, Bickford decides to join the editor, hoping this will give him a chance to get on the "inside" and ruin the paper. Too, he feels Carey is not on the level with him. He agrees to assist the rival gang, even exposing Toomey, a private detective hired by Carey to spy on the gang. When Carey destroys evidence that might have sent Bickford to jail, the ex-convict then realizes his mistake. The gang sets fire to the newspaper building. Bickford rescues Carey, who had gone in to save evidence against the gang, disconnects a bomb he had planted in the press. The building is saved, but Bickford dies in the flames.

SUMMARY: With a theme of big city racketeering as its bid for audience appeal, this melodrama will serve best as a companion feature on a week-end booking. Its lack of romance and feminine interest limits it to action fans and those who revel in stories of gangster warfare. Bickford gives a sincere, restrained performance as the former top racketeer, while Harry Carey is equally effective as the crusading editor. The remaining members of the cast handle their roles adequately. For a program picture, the sets and photography are well above par, and the story is suspenseful enough to hold the attention throughout the film's running time. Get the cooperation of your local newspaper editor and law enforcement officials. Display gangster paraphernalia in your lobby. Try to get your announcement imprinted in red over the front page of the newspaper.

OUTSTANDING: Bickford and Carey.

Catchline: "He gave his life to save the man he had come to kill." (FAMILY)

Blind Alley

(Hollywood Preview)

Col. Drama 71 mins.

Cops and Robbers Entertainment Has New Twist; O.K. with Light Companion Feature

(National Release Date, May 11)

Cast: Chester Morris, Ralph Bellamy, Ann Dvorak, Joan Perry, Melville Cooper, Rose Stradner, John Eldridge and others. From the play by James Warwick. Screenplay by Philip MacDonald, Michael Blankfort and Albert Duffy. Directed by Charles Vidor. Associate Producer, Fred Kohlmar.

Plot: Chester Morris, an escaped killer, who has just killed the warden and a few guards, uses the home of Ralph Bellamy, a doctor of psychology, as a hideout. One of Bellamy's house guests who had refused to submit to Morris's bullying, is killed; so Bellamy, in order to prevent more killings, takes it upon himself to psychoanalyze the killer. Bellamy gains Morris' confidence and helps him analyze a persistent dream, and in so doing takes away all Morris' bravado and makes it easy for the police to shoot him down when they finally locate him.

SUMMARY: For those who like their cops and robbers entertainment presented with a new twist, this should be a very satisfactory offering, as it is a psychological study of a criminal's mind. Well-acted and directed, it is strong enough to hold its own on a dual bill, with a light companion feature. Ralph Bellamy as the doctor of psychology and Chester Morris as the cowardly killer, both turn in splendid performances, with fine support given them by Ann Dvorak, Joan Perry, Melville Cooper and Rose Stradner. Charles Vidor directs with a knowing hand, keeping the pace even and building the story very effectively. Heralds printed to resemble reward dodgers, should be distributed in advance of showing. For street ballyhoo, use an officer with a tough-looking man handcuffed to him. Headlines of actual criminal activities could be used for the lobby, and arrangements could be made for an advance showing for all law-enforcement agencies.

OUTSTANDING: Ralph Bellamy, Chester Morris and Vidor's direction.

Catchline: "The inside workings of a criminal mind." (ADULT)

For Additional Exploitation Ideas See

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Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel	.....	Reissued
Everything is Rhythm (Mu)		Harry Roy & Band	2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien	.....	Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan	.....	Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon	.....	Reissued
Monster Walks (My-D)	60	Mischa Auer	.....	Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess	.....	Reissued
Rain (D)	85	J. Crawford-W. Huston	.....	Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak	.....	Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister	.....	Reissued
Sky Devils (C-D)	88	Spencer Tracy	.....	Reissued
Street Scene (D)	79	Sylvia Sidney	.....	Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire	.....	Reissued
Tombstone Canyon (W)	67	Bob Burns	.....	Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff	.....	Reissued
Tumbleweeds (W)		William S. Hart	5/1/39	Reissue
Woman Unafraid (D)	66	Gallagher-Gleason	.....	Reissued

COLUMBIA

1937-38

City Streets (D)	68	Fellows-Carrillo	(F)	7/1/38		b6/25/38
Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38		b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38		b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38		b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38		b8/6/38
Highway Patrol (D)	58	Paige-Wells	(F)	6/27/38		b6/11/38
Holiday (C-D)	94	K. Hepburn-C. Grant	(F)	6/15/38		b5/21/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38		b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38		b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38		b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38		b11/26/38
Pioneer Trail (W)	55	Luden-Barclay		7/15/38		a5/14/38
Reformatory (D)	61	Jack Holt-Wynters	(F)	7/21/38		b7/2/38
South of Arizona (W)	56	Starrett-Meredith	(F)	7/28/38		b10/8/38
Stagecoach Days (W)	58	Jack Luden-Eleanor Stewart		6/20/38		a4/9/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38		a8/27/38
West of Cheyenne (W)	53	Starrett-Meredith	(F)	6/30/38		b8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38		b12/24/38
Arizona Cowboy (W)		Charles Starrett-Iris Meredith		5/25/39		In Prod.
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39		b4/29/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38		b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39		b3/4/39
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38		a12/10/38
Coast Guard		Randolph Scott-Ralph Bellamy				In Prod.
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38		b5/7/38
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39		a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38		b12/24/38
Frontiers of '49 (W) (Former title, "California Cavalcade")	54	Bill Elliott-Luana de Alcaniz		1/19/39		a11/19/38
Golden Boy		Barbara Stanwyck-Wm. Holden				In Prod.
Good Girls Go to Paris		Joan Blondell-Melvyn Douglas		6/30/39		In Prod.
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39		b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38		a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39		b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39		a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38		b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39		b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38		b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39		a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39		b1/28/39
Man From Sundown (D)		Chas. Starrett-Iris Meredith				In Prod.
Missing Daughters (D)		Richard Arlen-Rochelle Hudson		5/22/39		a3/25/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39		b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39		b4/1/39
North of the Yukon (W) (Former title, "Mounted Police")	64	Chas. Starrett-Linda Winters		3/30/39		a2/4/39
Only Angels Have Wings (D)		Jean Arthur-Cary Grant		5/25/39		a4/8/39
Outside These Walls (D)		Dolores Costello-Michael Whalen		5/4/39		a2/18/39
Parents on Trial		Jean Parker-Johnny Downs				In Prod.
Power to Kill		Jack Holt-Gertrude Michael				In Prod.
Rio Grande (W) (Former title, "North of Texas")	59	Chas. Starrett-Ann Doran		12/8/38		a10/1/38
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39		b4/29/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38		b12/24/38
Spoilers of the Range (W) (Former title, "The Oklahoma Trail")		Chas. Starrett-Iris Meredith		4/27/39		a3/18/39
Strange Case of Dr. Meade (D) (Reviewed as "Outside the Law")	65	Jack Holt-Beverly Roberts	(F)	12/15/38		b10/29/38
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38		b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39		a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38		b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39		a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39		b2/18/39
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38		b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39		b1/7/39
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38		b8/27/38

1939-40

Mr. Smith Goes to Washington	Jean Arthur-James Stewart	.....	In Prod.

GAUMONT BRITISH 1938-39 (Dist. by 20th-Fox)

Chicago Ben (C) (Reviewed as "Hey! Hey! U.S.A.")	93	Kennedy-Hay-Bupp	(F)	.....		b10/8/38
Climbing High (C)	79	Matthews-Redgrave	(F)	.....		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38		b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38		b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38		b11/5/38
Pagliacci (Mu-D) (Reviewed as "A Clown Must Laugh")	78	Tauber-Duna	(A)	.....		b10/15/38
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38		b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38		b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38		b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38		Reissued
Three on a Week End (C-D) (Reviewed as "Illegal Holiday")	72	Lodge-Lockwood	(A)	7/1/38		b2/12/38
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38		b2/12/38

GRAND NATIONAL 1937-38

Dangerous Secrets (D) (Reviewed as "Brief Ecstasy")	70	P. Lukas-L. Travers	(A)	8/19/38		b8/28/37
Held for Ransom (D)	60	B. Mehaffey-G. Withers	(F)	6/7/38		b6/18/38
High Command (D)	59	L. Atwill-L. Mannheim	(A)	7/15/38		b7/30/38
I Married a Spy (D)	59	N. Hamilton-B. Horney	(A)	7/1/38		b7/30/38
King of the Sierras (AD)	57	Rex—Sheik, the wonder horse		8/28/38		Not Rev.
Life Returns (D)	60	O. Stevens-L. Wilson	(F)	6/10/38		b7/30/38
Renfrew of the Great White Trail (D)		Newell-Walker		7/22/38		a6/18/38
Utah Trail (W)	55	Tex Ritter		8/12/38		a7/9/38

GRAND NATIONAL 1938-39

Title	Mins.	Stars	Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F) 11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull	1/20/39	a12/31/38
Everything Happens to Ann (D)		Heather Angel-John King	.....	a3/4/39
Exile Express (D)	61	Anna Sten-Alan Marshal	(A) 1/20/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F) 10/21/38	b9/17/38
Long Shot (D)	69	Marsha Hunt	(F) 1/6/39	b12/31/38
Miracle of Main Street		Margo	.....	In Prod.
Panama Patrol (D)	67	Charlotte Wynters-Leon Ames	(F)	b2/25/39
Renfrew Saves a Lady		James Newell	2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F) 1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F) 10/14/38	b9/17/38
Singing Cowgirl (Former Title "Lady Buckaroo")		Dorothy Page-David O'Brien	.....	all/19/38
Six-Gun Rhythm (W)	55	Tex Fletcher-Joan Barclay	(F)	b2/18/39
Sunset Murder Case (D) (Former title, "Murder on Sunset Boulevard")	57	Sally Rand	11/11/38	a8/20/38
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F) 10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F) 1/13/39	b1/14/39
Water Rustlers (W) (Former title, "The Last Barrier")	54	Dorothy Page-David O'Brien	1/6/39	all/19/38

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Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38		b8/20/38
Chaser (C)	75	O'Keefe-Stone-Pendleton	(F)	7/29/38		b7/30/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38		b7/30/38
Fast Company (My-D)	75	M. Douglas-F. Rice	(F)	7/8/38		b7/2/38
Lord Jeff (D)	84	F. Bartholomew-M. Rooney	(F)	6/24/38		b6/25/38
Love Finds Andy Hardy (C-D)	92	Stone-Rooney-Garland	(F)	7/22/38		b7/16/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38		b7/16/38
Port of Seven Seas (D)	81	Beery-O'Sullivan	(A)	7/1/38		b4/2/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38		b8/13/38
Shopworn Angel (D)	87	M. Sullavan-J. Stewart	(F)	7/15/38		b7/2/38
Three Comrades (D)	98	Taylor-Tone-Young-Sullavan	(A)	6/3/38		b5/28/38
Toy Wife (D)	94	Rainer-Douglas-Young	(A)	6/10/38		b6/4/38
Woman Against Woman (D)	60	Marshall-Bruce-Astor	(A)	6/17/38		b6/25/38

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Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39		b2/11/39
Andy Hardy Gets Spring Fever (D)		Mickey Rooney-Lewis Stone		.....		a4/29/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38		b9/10/38
Bridal Suite (C) (Former title, "Maiden Voyage")		Rob't Young-Billie Burke		5/26/39		a3/4/39
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39		b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39		b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39		b4/29/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38		b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38		b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38		b12/10
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39		b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38		b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39		b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38		b12/31/38
Goodbye, Mr. Chips (D)		Robert Donat-Greer Garson		.....		a2/18/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38		b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39		b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39		b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39		b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39		b1/28/39
It's a Wonderful World (My-C)		James Stewart-Claudette Colbert		5/19/39		a3/18/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39		b4/8/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39		b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38		b10/22/38
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39		b4/29/39
Maizie Was a Lady (D)		Rob't Young-Ann Sothern		.....		a4/29/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38		b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39		b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39		b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38		b11/19/38
5,000 Enemies (D)		Walter Pidgeon-Rita Johnson		.....		a4/29/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39		b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38		b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38		b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39		b1/7/39
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38		b12/24/38
Tarzan (D)		Weissmuller-O'Sullivan		.....		a2/18/39
Tell No Tales (D) (Former title, "One Hundred to One")		Melvyn Douglas-H. B. Warner		5/12/39		a3/18/39
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38		b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38		b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38		b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39		b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38		b10/15/38

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Gone With the Wind	Gable-Leigh-Howard (Tech.)	.....	In Prod.
On Borrowed Time (D)	Lionel Barrymore-Beulah Bondi	.....	a4/29/39
Wizard of Oz (Tech.)	Judy Garland-Frank Morgan	.....	all/12/38
Women, The	Shearer-Crawford-Russell	.....	In Prod.

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Man's Country (W)	53	Jack Randall	(F)	7/6/38		b8/6/38
Marines Are Here (D)	60	J. Travis- G. Oliver	(F)	6/8/38		b5/28/38
Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38		b9/10/38
Romance of the Limberlost (D)	82	J. Parker-E. Linden	(F)	6/22/38		b6/18/38

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Across the Plains (W)		Jack Randall-Joyce Bryant		.....		a4/29/39
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38		b9/3/38
Boys Reformatory (D)		Frankie Darro		5/1/39		a4/1/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39		b2/11/39
Drifting Westward (W) (Former title, "Santa Fe Bound")		Jack Randall-Ethel Duran		1/25/39		a1/7/39
Down the Wyoming Trail (W)		Tex Ritter		5/5/39		a4/22/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38		b11/12/38
Girl From Nowhere		Anne Nagel-Warren Hull		.....		In Prod.
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38		b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38		b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38		b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39		Reissued

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt		2/22/39	a1/28/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)		John Carroll-Movita		5/8/39	a4/8/39

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Bar 20 Justice (W)	66	Boyd-Hayden	(F)	6/24/38	b4/16/38
Booloo (D)	60	C. Tapley-S. Asmara	(F)	7/22/38	b7/23/38
Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Farewell to Arms (D)	99	Cooper-Hayes	(A)	6/3/38	Reissued
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Prison Farm (D)	68	L. Nolan-W. Frawley	(A)	6/17/38	b6/11/38
Professor Beware (C)	90	H. Lloyd-P. Welch	(F)	7/15/38	b7/16/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38
Tropic Holiday (Mu-C)	75	Lamour-B. Burns-Raye	(F)	7/1/38	b7/2/38
You and Me (D)	92	Raft-Sidney	(A)	6/1/38	b6/4/38

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Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D) (Reviewed as "Vessel of Wrath")	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Beau Geste (D)		Gary Cooper-Ray Milland			a3/4/39
Bulldog Drummond's Bride (D) (Former title, "Mr. & Mrs. Bulldog Drummond")		John Howard-Heather Angel		7/28/39	a3/25/39
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Federal Offense (My)		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (D)		Gracie Allen-Warren William		6/2/39	a2/25/39
Grand Jury Secrets (D)		John Howard-Gail Patrick		6/23/39	a2/18/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)		Ray Milland-Isa Mirandi		5/19/39	a12/17/38
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)		Fred MacMurray-Irene Dunne		6/16/39	a2/25/39
Island of Lost Men		Anna May Wong-A. Quinn		6/30/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)		Jack Benny-Dorothy Lamour		7/7/39	a2/4/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		8/18/39	a4/8/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Sliver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker		Bing Crosby-Louise Campbell		8/25/39	In Prod.
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
St. Martin's Lane (D)	80	Laughton-Leigh	(F)		b7/9/38
Some Like It Hot (C)		Bob Hope-Shirley Ross		5/12/39	a2/25/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D) (Former title, "Me and My Gal")		Buck Jones-Helen Twelvetrees		5/26/39	a12/31/38
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

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Cat and the Canary (My-D)		Bob Hope-Paulette Goddard			a4/22/39
Disputed Passage		Dorothy Lamour-Akim Tamiroff			In Prod.
Geronimo (D)		Preston Foster-Ellen Drew			a4/8/38
Gulliver's Travels		Tech. Cartoon Feature			In Prod.
Heaven On a Shoestring		Pat O'Brien-Olympe Bradna			In Prod.
Homework		Mary Boland-Charlie Ruggles			In Prod.
Lawful Outlaws		Wm. Boyd			In Prod.
Our Leading Citizen		Bob Burns-Susan Hayward			In Prod.
Ruler of the Seas		Fairbanks, Jr.—Lockwood			In Prod.
What a Life (C)		Jackie Cooper-Betty Field			a4/8/39

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Blond Cheat (C)	61	Fontaine-DeMarney	(A)	6/17/38	b5/28/38
Border G-Man (W)	61	Geo. O'Brien	(F)	6/24/38	b6/18/38
Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Crime Ring (D)	70	Lane-Mercer	(F)	7/8/38	b7/2/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Having Wonderful Time (C)	70	G. Rogers-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
I'm From the City (C)	70	Joe Penner	(F)	7/22/38	b7/30/38
King Kong (D)	100	Wray-Cabot-Armstrong	(A)	6/10/38	Reissued
Little Women (D)	115	Hepburn-J. Bennett-Lukas	(F)	7/8/38	Reissued
Mother Carey's Chickens (D)	82	R. Keeler-A. Shirley	(F)	7/29/38	b7/30/38
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Saint in New York (D)	72	L. Hayward-Kay Sutton	(F)	6/3/38	b5/7/38
Sky Giant (D)	80	R. Dix-C. Morris	(F)	7/29/38	b7/23/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career		Alice Eden-John Archer			In Prod.
Dove (D)		Steffi Duna-Lee Carrillo		5/26/39	a4/22/39
Five Came Back (D)		Chester Morris-Wendy Barrie		6/2/39	a4/22/39
Fixer Dugan (D)	68	Lee Tracy-Virginia Weidler		3/21/39	a2/25/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl From Mexico (D)		Lupe Velez-Donald Woods			a4/8/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Little Mother (C)		Ginger Rogers-David Niven			a3/25/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Memory of Love		Lombard-Grant-Francis			In Prod.
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D) (Former title, "Second Shot")		Lucille Ball-Allen Lane		5/12/39	a3/18/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Racketeers of the Range (W)		Geo. O'Brien		5/19/39	a4/8/39
Rookie Cop (D) (Former title "G Dog")	60	Tim Holt-Virginia Weidler		4/28/39	a4/1/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	4/29/39
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/38

REPUBLIC 1937-38

Army Girl (D)	87	P. Foster-M. Evans	(F)	7/15/38	b7/23/38
Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desert Patrol (W)	56	B. Steele-M. Weldon	(F)	6/6/38	b8/4/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Gold Mine in the Sky (Mu-W)	60	Autry-Hughes-Burnette	(F)	7/4/38	b7/9/38
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/20/38	b8/27/38
Ladies In Distress (C-D)	65	Skipworth-Moran	(F)	6/13/38	b6/11/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Riders of the Black Hills (W)	55	3 Mesquiteers	(F)	6/15/38	b6/25/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b8/3/36
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette		5/4/39	a4/8/39
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/8/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mountain Rhythm		Gene Autry-Smiley Burnette			In Prod.
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
Southward Ho! (W) (Former title, "Headin' for Texas")		Roy Rogers-Mary Hart			a4/22/39
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)		3 Mesquiteers		5/5/39	a4/1/39
Tidal Wave (D)		Ralph Byrd-Dorothy Lee			a4/29/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Zero Hour (D) (Former title, "All the Tomorrows")		Frieda Inescort-Otto Kruger			a4/22/39

TWENTIETH CENTURY-FOX

1937-38

Always Goodbye (D)	70	B. Stanwyck-H. Marshall	(F)	7/1/38	b6/25/38
I'll Give a Million (C-D)	70	W. Baxter-M. Weaver	(F)	7/22/38	b7/16/38
Josette (D)	74	Simone Simon-Don Ameche	(F)	6/3/38	b6/4/38
Little Miss Broadway (C-D)	70	Shirley Temple	(F)	7/29/38	b7/9/38
Mr. Moto Takes a Chance (D) (Reviewed as "Look Out, Mr. Moto")	65	Lorre-Hudson-Bromberg	(F)	6/24/38	b10/30/37
One Wild Night (My-D)	71	Baldwin-Lang	(F)	6/10/38	b5/14/38
Panamint's Bad Man (W)	60	Ballew-Daw	(F)	7/8/38	b10/1/38
Passport Husband (C-D)	73	Erwin-Moore	(F)	7/15/38	b7/2/38
Three Blind Mice (C-D)	75	L. Young-J. McCrea	(F)	6/17/38	b6/11/38
We're Going to Be Rich (Mu-D)	80	Gracie Fields-McLaglen-Donlevy	(F)	7/8/38	b5/14/38

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)		Jane Withers-Robert Kellard		5/19/39	a4/1/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My-D)		Sidney Toler-Phyllis Brooks		6/16/39	a3/11/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Girl From Brooklyn (D) (Former title, "By the Dawn's Early Light")		Alice Faye-Warner Baxter		7/7/39	a8/13/38
Gorilla (My-D)		Ritz Bros.-Anita Louise		5/26/39	a3/11/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers		3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You		Stuart Erwin-Gloria Stuart		6/30/39	In Prod.
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)		Jones Family		6/2/39	a12/24/38
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38

(Continued on next page)

TWENTIETH CENTURY-FOX (Continued)

Title	Mins.	Stars		Rel. Date	See Issue of
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Square (D)		Power-Faye-Jolson		5/12/39	a2/4/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
		(Reviewed as "Paddy Darling")			
So This Is London (C)	70	Drayton-Hare	(A)		b2/4/39
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D)	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
		(Reviewed as "Meridian 7-1212")			
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)		Henry Fonda-Marjorie Weaver		6/9/39	a4/8/39

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Charlie Chan at Treasure Island		Sidney Toler-Sen Yung			In Prod.
East Side, West Side		Kane Richmond-Amanda Duff			In Prod.
Hotel For Women		Elsa Maxwell			In Prod.
Jones Family at the Grand Canyon		Jed Prouty-Spring Byington			In Prod.
Rains Came		Loy-Power-Brent			In Prod.
Stanley and Livingstone (D)		S. Tracy-Greene-Kelly			a3/4/39

UNITED ARTISTS 1938-39

Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)		Aherne-McLaglen-Lang		5/5/39	a2/18/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D)	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
		(Reviewed as "Mutiny In the Mountains")			
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett			a3/25/39
Music School		Jascha Heifetz			In Prod.
Over the Moon		Oberon-Rex Harrison (Tech.)			In Prod.
Prisons Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Real Glory		Gary Cooper-Andrea Leeds			In Prod.
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Winter Carnival		Ann Sheridan-Richard Carlson			In Prod.
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)		b4/29/39

UNIVERSAL 1937-38

Danger On the Air (My)	65	D. Woods-N. Grey	(A)	7/1/38	b7/2/38
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/5/38	b8/6/38
Little Tough Guy (D)	85	Wilcox-Parish-Dead End Kids	(F)	7/22/38	b7/16/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
Outlaw Express (W)	55	Bob Baker	(F)	6/17/38	b7/23/38
Prison Break (D)	68	Farrell-MacLane	(F)	7/15/38	b7/16/38
Rage of Paris (C-D)	76	D. Darrieux-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38
Western Trails (W)	57	Baker-Reynolds		6/3/38	a5/14/38
Wives Under Suspicion (D)	68	W. William-G. Patrick	(A)	6/3/38	b6/11/38
Young Fugitives (D)	67	D. Kent-R. Wilcox	(F)	6/24/38	b6/25/38

1938-39

Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)		McLaglen-Grey-Brown			a4/22/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)		June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Inside Information		June Lang-Dick Foran			In Prod.
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets		Fairbanks, Jr.-Barbara O'Neil		5/26/39	In Prod.
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		5/19/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

1939-40

House of Fear		Wm. Gargan-Irene Hervey			a4/1/39
In Old California		Richard Arlen-Constance Moore			In Prod.
Old Grad		Charley Grapewin-Anita Louise			In Prod.

WARNER BROS. 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Amazing Dr. Clitterhouse (C-D)	87	Robinson-Bogart-Trevor	(A)	7/30/38	b6/25/38
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Cowboy From Brooklyn (Mu)	80	D. Powell-P. Lane	(F)	7/16/38	b6/11/38
Gold Diggers in Paris (Mu)	95	R. Vallee-R. Lane	(F)	6/11/38	b5/14/38
Little Miss Thoroughbred (D)	64	Wayne Morris-June Travis	(F)	6/4/38	b4/30/38
Men Are Such Fools (C-D)	69	Morris-P. Lane	(F)	7/2/38	b6/4/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
My Bill (C-D)	65	Francis-Litel	(F)	7/9/38	b6/25/38
Penrod's Double Trouble (C-D)	60	Mauch Twins-The Lockharts	(F)	7/23/38	b4/2/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38
When Were You Born (D)	64	Wong-Lindsay-Averill	(A)	6/18/38	b6/11/38
White Banners (D)	90	C. Rains-Kay Johnson	(F)	6/25/38	b5/28/38

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Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)		Ronald Reagan-Rosella Towne		5/27/39	a1/14/39
		(Former title, "Smashing the Spy Ring")			
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Devil On Wheels (D)		Pat O'Brien-Ann Sheridan			a3/18/39
		(Former title, "The Roaring Crowd")			
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Dust Be My Destiny		John Garfield-Jane Bryan			In Prod.
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Family Affair (C)		John Garfield-Priscilla Lane			a3/4/39
		(Former title, "Family Reunion")			
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Gantry the Great (D)		Edith Fellows-Jimmy McCallion			a3/25/39
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)		Lindsay-Dead End Kids			a2/18/39
Hobby Family		Jane Bryan-Henry O'Neill			In Prod.
Juarez (H-D)	132	Paul Muni-Bette Davis	(F)		b4/29/39
Kid From Kokomo (C)		Pat O'Brien-Joan Blondell			a1/7/39
		(Former title, "Broadway Cavalier")			
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Lightherse Harry (C)		Bert Wheeler-Marie Wilson			a4/29/39
Man Who Dared (D)	59	Charles Grapewin-Jane Bryan	(F)		b4/8/39
		(Reviewed as "I Am Not Afraid")			
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas			a3/4/39
Naughty, But Nice (C)		Dick Powell-Gale Page			a12/10/38
		(Former title, "Always Leave Them Laughing")			
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Sweepstakes Winner (C)		Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson			a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/30	b1/21/39

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Battle of City Hall (D)		Dead End Kids-Reagan-Sheridan			a4/1/39
Old Maid		Bette Davis-George Brent			In Prod.

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Code of the Cactus (W)		Tim McCoy		Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Dark Sands (D)	65	Robeson-Wilcoxon-Ford	(F)	Record	b7/30/38
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Juarez and Maximilian	95	Medea Novara-L. Atwill	(F)	Torres	b4/29/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House (D)	57	Stone-Lee	(A)	Jay-Dee Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/39
They Were Five (D)	79	French Cast	(F)	Lenauer	b6/4/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		7	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built		7	Not Rev.
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs		7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10	Not Rev.
Parade of Hits		9½	Not Rev.
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	6½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Good Old American Home		10½	Not Rev.
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View		7	Not Rev.
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
SPORT THRILLS (13)			
Diving Rhythm		10	Not Rev.
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	10	4/29/39
Odd Sports		10	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol		11	Not Rev.
Inside the White House	Fair	10	2/11/39
Washington	Very Good	10	12/17/38

EDUCATIONAL 1938-39

CAVALCADE OF STUFF (2)			
No. 1	Swell Stuff	10	9/10/38
No. 2	Excellent	10	9/10/38

MGM 1938-39

	Comment	Running Time	Reviewed Issue of
CARTOONS (15)			
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Money to Loan	Excellent	20	4/ 1/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried		21	Not Rev.
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Clown Princes		10	Not Rev.
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men In Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (12)			
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia		9	Not Rev.
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary		9	Not Rev.
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

1939-40

CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIKS (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineer		7	Not Rev.
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39

PARAMOUNT (continued)

	Comment	Running Time	Reviewed Issue Of
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	Coming
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)			
Brave Little Tailor	Great	9	9/ 3/38
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ		8	Not Rev.
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
Uncle Sam-Good Neighbor	Good	18½	11/26/38
Refugee—Today & Tomorrow	Tops	17	12/24/38
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39

(Continued on next page)

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
NU-ATLAS MUSICALS (13)			
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone		16	Not Rev.
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors		10	Not Rev.
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball		10	Not Rev.
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G. Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	Coming
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)
DRIBBLE PUSS PARADE—LEW LEHR (6)
FASHION FORECASTS (4) (Tech.)
MAGIC CARPET OF MOVIETONE (6)
SPORTS REVIEWS—THORGERSEN (6)
TERRYTOONS (26) (10 in Tech.)

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Jerusalem	Outstanding	10	10/ 8/38
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.

UNIVERSAL (Continued)

	Comment	Running Time	Reviewed Issue Of
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallows		19	Not Rev.
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes		19	Not Rev.
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Nuts		7	Not Rev.

1939-40

CARTUNES (13) WALTER LANTZ
GOING PLACES (15)
MENTONE MUSICALS (13)
SPECIAL SUBJECT (1)

March of Freedom	20	Not Rev.

STRANGER THAN FICTION (15)

NOTICE!

Listings of 1937-38 product are carried in previous issues. Should a copy be unavailable, let us know and we will cheerfully supply you with one.

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)			
Boarder Trouble		17	Not Rev.
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' In Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience		10	Not Rev.
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please		20	Not Rev.
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky and Teabiscuit		7	Not Rev.
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Clyde McCoy		10	Not Rev.
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/39
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever		7	Not Rev.
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire		12	Not Rev.
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards		10	Not Rev.
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way		10	Not Rev.
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)
COLOR PARADE (10)
LOONEY TUNES (16)
MELODY MASTERS (10)
MERRIE MELODIES (26) (Tech.)
VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
River, The (U. S. Doc. Films) Dist. by Par.	Outstanding	31	1/ 8/38
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

	No. Chaps.	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	13 Chaps.	7/23/38
Secret of Treasure Island	15 Chaps.	4/ 2/38
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Dick Tracy Returns	15 Chaps	8/ 6/38
Fighting Devil Dogs	12 Chaps.	5/28/38
Lone Ranger Returns	15 Chaps.	2/18/39
Hawk of the Wilderness	12 Chaps.	11/26/38
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Flaming Frontiers	15 Chaps.	6/ 4/38
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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ARE THEY CATHOLIC, JEW, PROTESTANT?

(Think of this when you read tonight's headlines!)

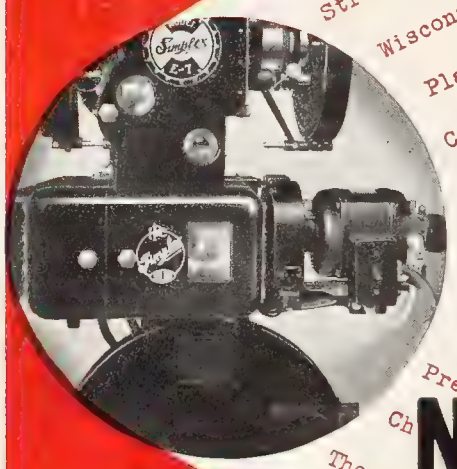
You'll be proud to be part of this. You'll be glad that in this topsy turvy world there's some sanity left and it's working right in your own city. You'll agree this is Americanism in its truest sense and you'll get a tug at the heart to think that the brotherhood of man touches you closely today.

Whatever you give to the GREATER NEW YORK FUND goes to a united effort of all races and creeds to take care of the sick, the needy, the troubled. As you glance at the headlines in your newspaper tonight, think deeply what this means. Protestant, Catholic, Jew in the world's greatest city join hands for the common good, to help all of its people now, to "build for tomorrow" a healthier, happier city. 380 allied groups are benefitted, covering all communal obligations in one annual solicitation.

Some who read these lines may have great wealth . . . each should give in proportion . . . but *everyone* who bears the name of American should contribute at least a day's pay a year to the GREATER NEW YORK FUND . . . a united gesture whose significance will roar across America and the world.

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MAY -8 1939

SHOWMEN'S MOTION PICTURE Trade Review

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

Complete Product Check-Up
Pages 42-43

REVIEWED IN THIS ISSUE

Captain Fury
Escape From Yesterday
It's a Wonderful World
Rose of Washington Square
Blue Montana Skies
Star Reporter

May 6, 1939
Vol. 30 No. 15

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SINGLE COPIES — 10 CENTS



SOL LESSER

Well known producer, who has joined the swelling ranks of those who will make pictures for United Artists next season. He will meet the UA sales organization for the first time at the Convention next week.



THE DOLLAR SIGN!

See Page 7

The Editorial Page

CURRENT OBSERVATIONS

No person who listened to the reports from the various Tents of the National Variety Clubs, at their Detroit Convention, could help but realize the magnificent charity job the units are doing in their respective territories.

Needless to say, they are a credit to the industry which is an integral part of the Variety Clubs.

As to the spot they occupy in the hearts of the industry, well, had you attended the banquet and looked around the room at the representative executives of the industry you would better understand the point we raise.

STR was happy to be represented and to better know the organization and the fine work it is doing. May it continue to prosper and expand until it is national in coverage and with Tents in every important territory throughout the country.

△ △ △

Tolerance is a great word. Unfortunately, too many people play upon it and, often, in the wrong way. It has become too much of a habit for important executives to take an attitude of "Believe as I believe or you are wrong."

This viewpoint is the very basis for most of the trouble and unrest that has caused so much grief within the industry and the sooner it is eliminated the sooner will all of the industry enjoy greater respect and cooperation.

Another grave error which must be eliminated is that of exaggerated importance practiced by many not worthy of the attention they demand. In some instances, it comes from premature authority which is immediately abused. In others, it is simply a case of ego taking the upper hand. Neither one is worthy of the attention and homage paid them. But it is a tough habit to change or alter.

△ △ △

How can business be bad when you visit a home office and listen to how each new picture tops the gross of the preceding one? If business were that good the industry would be enjoying an unprecedented wave of prosperity unheard of in the past.

But, of course, we are supposed to express delight and definite belief in these fairy tales, all the while trying to figure out how some of the theatres are big enough to handle this continuous increase in business while so many other spots show so decided a falling off in receipts.

But then, we are not working in a home office.

△ △ △

Al Steffes bit off a mouthful when he issued a blanket invitation to any and all exhibitors to come to the Allied National Convention this June and speak their minds. Although it would be a most novel and interesting experience we still do not believe it will happen.

The challenge has been tossed right back in Al's lap to do with what he may. Just what that will be remains to be seen.

△ △ △

And speaking of Allied's Convention; if all who were invited or state they will attend, show up; Oh boy, will that be a convention!

Just for the novelty of it we would like to see Kuykendall, Pettijohn and a slew of major company heads and sales chiefs all assembled at an Allied meeting and then see what happens. We'll be all ears.

△ △ △

At the rate the unions are organizing the home office staffs, it won't be so long before you'll have to call the local business agent for permission to dictate your morning mail.

△ △ △

To revive an old chestnut: if the government starts any more suits it'll have to offer two pairs of pants. . . . And the current expression to define a film company home office; any place conducting business that is surrounded on all sides by lawyers. . . . And still another about the exhibitor whose business was so bad that he could only spend one month in Florida instead of two. . . .

△ △ △

Columbia announces (see page 33) a $4,000 exploitation contest for outstanding campaigns on its new release: "Only Angels Have Wings."

Nice money . . . if you can get some of it . . . and you should if you take advantage of the many selling angles possible on this attraction.

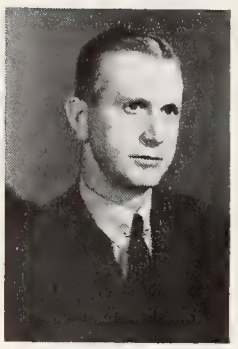
STR will try and make it easier for you by presenting a far-reaching SHOWMANALYSIS in an early issue. Watch for it and then use as many suggestions as will apply in your situation to round out a corking campaign.

△ △ △

STR extends sincere greetings to Ray Johnston and his Monogram army now assembled in Chicago for their annual sales convention. They have a great organization and their progress speaks for itself far more eloquently than the mere word of an admirer.

—*"CHICK" LEWIS*







Principal executives of United Artists who will attend the 20th anniversary convention of the company beginning Monday in Los Angeles are pictured above and below. Above left to right are Harry Gold, eastern general sales manager; Jack Schlaifer, western general sales manager; Lynn Farnol, director of advertising and publicity; Monroe Greenthal, exploitation director, and Arthur Kelly, vice-president in charge of the foreign department. Below are Murray Silverstone, chief of world-wide operations of the company and Harry D. Buckley, vice-president.

Record Number of Pictures Will Be Announced By UA

Executives from Home Office and Branches Leave for 20th Birthday Convention

Executives from the home office and all branches of United Artists left this week for Los Angeles where the 20th anniversary sales convention of the company will be held May 7-11.

Among those from the home office who have already left for the convention are Murray Silverstone, chief of world wide operations and Mrs. Silverstone; Harry D. Buckley, vice-president, and Mrs. Buckley; Edward T. Carr, joint managing director of United Artists in England and Mrs. Carr; Edward Raftery, general counsel for the company; Lynn Farnol, director of advertising and publicity; Arthur Kelly, vice-president in charge of the foreign department; Lowell Calvert, distribution manager of Selznick International and Sam Cohen, foreign publicity manager. Others are Harry Gold, eastern general sales manager; Jack Schlaifer, western general sales manager; Paul Lazarus, general contract manager; Charles Schwartz, counsel for the company; Emanuel Silverstone, American representative for Alexander Korda; Tom Walker, eastern representative for Hal Roach, and Morris Helprin, American publicity and advertising representative for Alexander Korda.



Murray Silverstone



Harry D. Buckley

The convention will meet most of the 11 producers who will make pictures for United Artists during the 1939-40 season and it is for the opportunity of introducing the new producers as well as the old to the sales force that the convention is being held in Los Angeles. The producers attending the meeting will include Hal Roach, David O. Selznick, David Loew, Sol Lesser, Ernst Lubitsch, Charles Chaplin, Douglas Fairbanks, Walter Wanger and Hal Roach.

Monroe Greenthal, exploitation director, and Albert Margolies, publicity director, are now in Los Angeles arranging details of the convention.

RKO Has Ticket Books As Mother's Day Gifts

To the long list of appropriate Mother's Day gifts, RKO has added a book of tickets, good at any of its theatres throughout the United States. The books contain coupons that can be converted into admission tickets acceptable any time at any theatre.

Kuykendall to Address Kansas-Missouri Group

Kansas City, Mo.—Ed Kuykendall, MPTOA prexy, will deliver the principal address at the annual convention of the Kansas-Missouri Theatre Owners' Association here May 23-24, it was announced this week by George Harttmann, secretary and treasurer.

"Union Pacific" Gets Gala Premiere in Omaha

Omaha—What many consider to be the biggest celebration in the history of Omaha came to a close here Saturday following the world premiere of "Union Pacific" and the observation of the 70th anniversary of the railroad. The film was screened simultaneously in three theatres before a total audience of 7,000 persons.

Is This A Gag?

Allied States Association has chosen such MPTOA dignitaries as Ed Kuykendall, Fred Wehrenberg, M. Loewenstein and others to serve on the transportation committee for Allied's tenth annual convention to be held in Minneapolis, June 13-15. Dave Palfreyman, of the MPPDA office, has been appointed sergeant-at-arms, with Pete Harrison as his assistant.

HAYS INVITED TO ALLIED CONCLAVE

ITOA Group May Present Views to Delegates

Minneapolis—Will Hays, C. C. Pettijohn, as well as major executives and representatives of the MPTOA have been invited to attend the annual Allied convention here June 13-15. William F. Rodgers, MGM sales chief, will also attend. Al Steffes is chairman of the convention committee, which also includes Jack Kirsch, Maurice Rubin, Henry Lazarus, Herman Blum, Nathan Yamins, Ray Branch, Irving Dollinger, M. B. Horwitz, P. J. Wood, Martin Smith, M. A. Rosenberg, S. J. Samuelson, C. H. Olive, H A. Cole, Edward Maertz and Abram F. Myers.

A letter from the ITOA to Steffes stated that Col. Cole's invitation to all independents was intriguing, and that "if it were true," ITOA would like to present its views at the convention. The letter is believed to be the first official reaction to Col. Cole's invitation.

WRONG SHOWMANSHIP

Responsible For Duals, Says DeMille in Chicago

Chicago—The wrong kind of showmanship has resulted in a prevalence of double features. So said Director Cecil B. DeMille here this week, as the duals issue holds the legislative spot at Springfield where two measures to outlaw double features are pending. He spoke at a luncheon tendered in his honor at the Blackhawk Hotel Saturday. He urged film-made cooperation.

TELE AIMED AT THEATRES

Baird Exec. Brings U. S. Theatre Tele Set

N. Y. INSTALLATION SOON

Concentration of its efforts on theatre field equipment installations, in which it is primarily interested, will be the policy of Baird Television, Ian C. Javal, commercial director of Baird, stated on his arrival in New York last week.

Accompanied by a staff of engineers, Javal also had with him a line of the Baird equipment, including one of the theatre sets with the large 12 by 15 screen. He said that the theatre set will be installed in a large Broadway house in the near future upon the completion of negotiations. Interest in the Baird set centers on seven houses, it was reported.

Although no decision has been reached as to how or what programs will be demonstrated, Javal said it appeared likely that a deal will be made with NBC or CBS to use its transmitting facilities. He foresees the day when every first-run theatre will have a television installation to supplement regular shows with special events, and spot news.

Sunday Restriction Ordinance Defeated

Fall River, Mass.—A proposed ordinance which would have denied Sunday amusement licenses to any theatres located within 200 ft. of a church was defeated here by a 5-4 vote of the City Council.

SHOWMEN'S MOTION PICTURE Trade Review

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Title and Trade Mark Reg. U. S. Pat. Off.

Charles E. "Chick" Lewis
Editor and Publisher

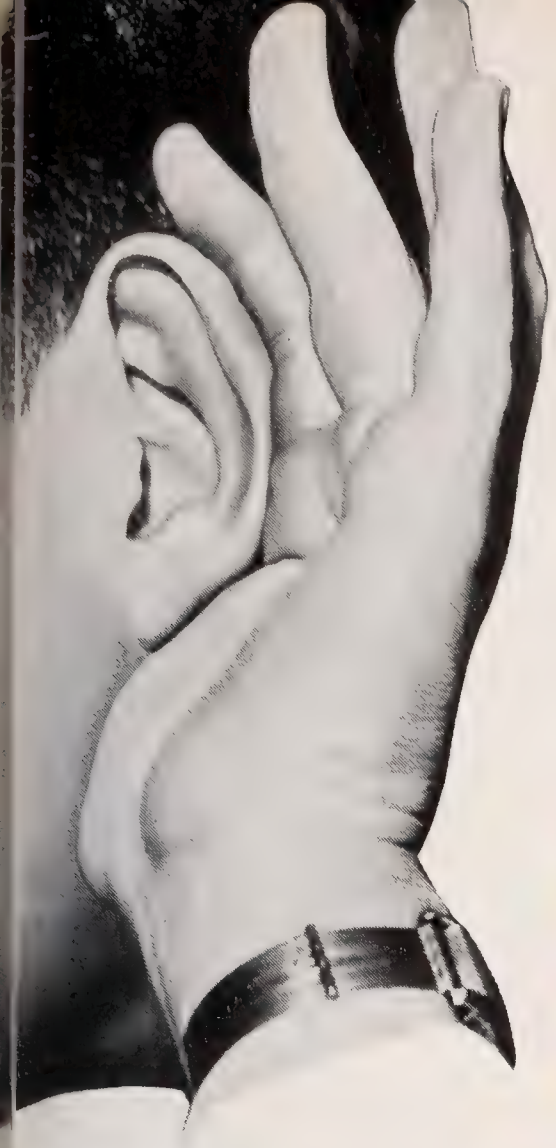
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Did Somebody Say Something about

CONSISTENT DELIVERY?

Who else but *WARNER BROS.* offers *not* 1, *not* 2, *not* 3 but

TREMENDOUS ATTRACTIONS RIGHT NOW!

Confessions of a
NAZI SPY
Sensation of Sensations at the N. Y. Strand!

JUAREZ
Absolute sellout at $2 - top at the Hollywood, N. Y.!

ARK VICTORY
lio City hold over — ditto in practically every spot!

DODGE CITY
The extended-time special! Matching 'Robin Hood' everywhere!

Who else but *WARNER BROS.* shows

A FULL-YEAR RECORD LIKE THIS!

DARK VICTORY	DAWN PATROL	BROTHER RAT
JUAREZ	THE MAN WHO DARED	ANGELS With DIRTY FACES
Confessions of a NAZI SPY	A FAMILY AFFAIR	THE DEVIL ON WHEELS
DODGE CITY	THE KID FROM KOKOMO	BLACKWELL'S ISLAND
THE OKLAHOMA KID	HELL'S KITCHEN	THE SISTERS
WINGS OF THE NAVY	THEY Made Me a CRIMINAL	DEVIL'S ISLAND
YES, My Darling DAUGHTER	EACH DAWN I DIE	FOUR DAUGHTERS

JACK L. WARNER *In Charge of Production* · **HAL B. WALLIS** *Executive Producer*

(Dare 'em to compare 'em! It's the Fair Way!)

30 Features Are Announced By Monogram at Convention

Company Will Also Make 16 Westerns, Meeting at Chicago Is Told

Monogram's schedule for next season embraces 30 features and 16 Westerns, an increase of four features over the past two years. Headlining the new season's program announced at the Chicago Convention this week is "Rip Van Winkle" based on the Washington Irving story. Another top picture will be "Queen of the Yukon" by Jack London. "Son of the Navy" by Grover Jones and True Boardman; "His Father's Son" by Matt Taylor, "Oliver Twist", screen version of the Dickens classic and "Under Northern Lights" inspired by the music and lyrics of Charles Wakefield Cadman are also scheduled as top pictures on the new program announced by President W. Ray Johnston.

Other features scheduled are "Freckles Comes Home", continuing the adventures of Jeannette Stratton Porter's "Freckles"; four pictures in the Mr. Wong series, starring Boris Karloff; John Trent in four more "Tailspin Tommy" features. Marcia Mae Jones and Jackie Moran are set to make four pictures and Frankie Darro will also make four. Tex Ritter and Jack Randall will each make eight westerns.

Budget increases of 50 per cent for the top 18 features and 25 per cent for the other 12 were announced by Johnston.

Among those from New York who attended the meeting besides Johnston are the following: Edward A. Golden, vice-president in charge of exchanges; George W. Weeks, vice-president for sales; Norton V. Ritchey, general foreign manager; Leon Fromkess, treasurer; Louis S. Lifton, director of advertising and publicity; John S. Harrington, manager of film and accessory; Lloyd Lind, assistant to the sales manager; Manny Reiner, press-book editor; Joseph Kehoe, manager of the non-theatrical department; George West, franchise holder; William Jaffee, of Rosenblatt and Jaffee, legal counsel for the company; and J. R. Wilson, field representative.

The studio contingent includes Scott R. Dunlap, vice-president in charge of production and three of the company's stars—Martin Spellman, John Trent and Frankie Darro.

SAILING FOR U. S.

Pommer Coming Here For Par. Sales Convention

London—Erich Pommer, production head of Pommer-Laughton—"Mayflower," sails for New York, May 10 for conferences with Budd Rogers, American general manager, and Neil Agnew, of Paramount. He will attend the Paramount sales convention in Los Angeles, June 8, where he will speak on the Pommer-Laughton films to be distributed in the Western Hemisphere. The subjects, all starring Charles Laughton, are "Jamaica Inn," "St. Martin's Lane" and "The Admirable Crichton."

Leaving For Convention



Some of Monogram's West Coast group were photographed as they left for the Chicago convention this week. Left to right are Howard Stubbins and Ray Olmstead of the Los Angeles exchange; Mel Hulling, West Coast sales manager; M. J. McCarthy of the Los Angeles exchange; Scott R. Dunlap, vice-president in charge of production; G. P. Allen of the San Francisco exchange; Mrs. Spellman, Martin Spellman's mother and kneeling, young Spellman himself and Frankie Darro.

NEW EQUITY SUIT IS FILED

Gov't Action in Okla. Hits Griffith, Majors

COMPLEMENTS N. Y. SUIT

Washington—Another blast at the majors was let loose by the Department of Justice last week when it filed suit in the U. S. District Court for the Western district of Oklahoma, charging four theatre circuits operating in Texas, Oklahoma and New Mexico and all majors with unreasonable combinations in restraint of trade in the distribution of pictures. The department announced that the new suit "is an essential complement to the pending equity suit in New York."

In the form of a petition in equity, the suit names circuit defendants as Griffith Amusement Co., operating in Oklahoma and Texas; Westex Theatres, Inc., operating in Texas and New Mexico; and Consolidated Theatres, operating in Oklahoma and Texas. Majors and distributors named are Paramount Pictures, Inc.; Metro-Goldwyn-Mayer Distributing Corp. of Texas; Loew's, Inc.; RKO Radio Pictures, Inc.; Vitagraph, Inc.; Universal Film Exchange, Inc.; 20th Century-Fox Film Corp. of Texas; 20th Century-Fox Film Corp. and Columbia Pictures Corp.

Forerunner of Others

This new Oklahoma suit is a forerunner of others, with a maximum of ten being probable, it was authoritatively reported. The aim of the proceedings, it was declared, is "to divest the major producing companies of ownership and control of the motion picture theatres which exhibit their products." That the defendants be dissolved and their properties rearranged under several separate and independent corporations are asked in the suit.

Also asked for is injunctive relief, the suit directing that the alleged practices which result in monopoly control and its oppressive exercise be enjoined. An injunction is also asked restraining the defendants from jointly or collectively negotiating contracts with the major distributors for the licensing of feature pictures and seeks to enjoin producers from seeking to license pictures except "on a local, competitive basis." Granting of an injunction against acquisition of additional theatres or financial interests in the theatres by defendant chains is sought from the judge.

Meanwhile, there was virtual assurance this week among qualified industry leaders that majors will unite for new action.

In Washington, Allied's general counsel, Abram F. Myers, looked upon the action as being "second in importance only to the omnibus proceeding" against major distributors in New York last Fall. He stated that the new suit "furnishes an effective answer" to the propaganda which he alleges is being circulated to the effect that theatre divorcement and enactment of the Neely Bill "will expose independent exhibitors to the ruthless competition of allegedly independent chains."

Off for Hollywood



Hal Horne (right), Eastern representative for Walt Disney, leaving for Hollywood for a series of conferences with Walt and Roy Disney on the new shorts and the second Disney feature, "Pinocchio", which RKO will release. Accompanying Horne are Dick Condon (left), Eastern publicity head for Disney and Joseph Heppner, cameraman.

FAIR CUTS INTO B'WY. PIC HOUSES

Other Attractions Help to Lower Sunday Grosses

The New York World's Fair opened Sunday, and with it came a somewhat sharp decrease in Broadway picture house grosses, according to a weekend checkup.

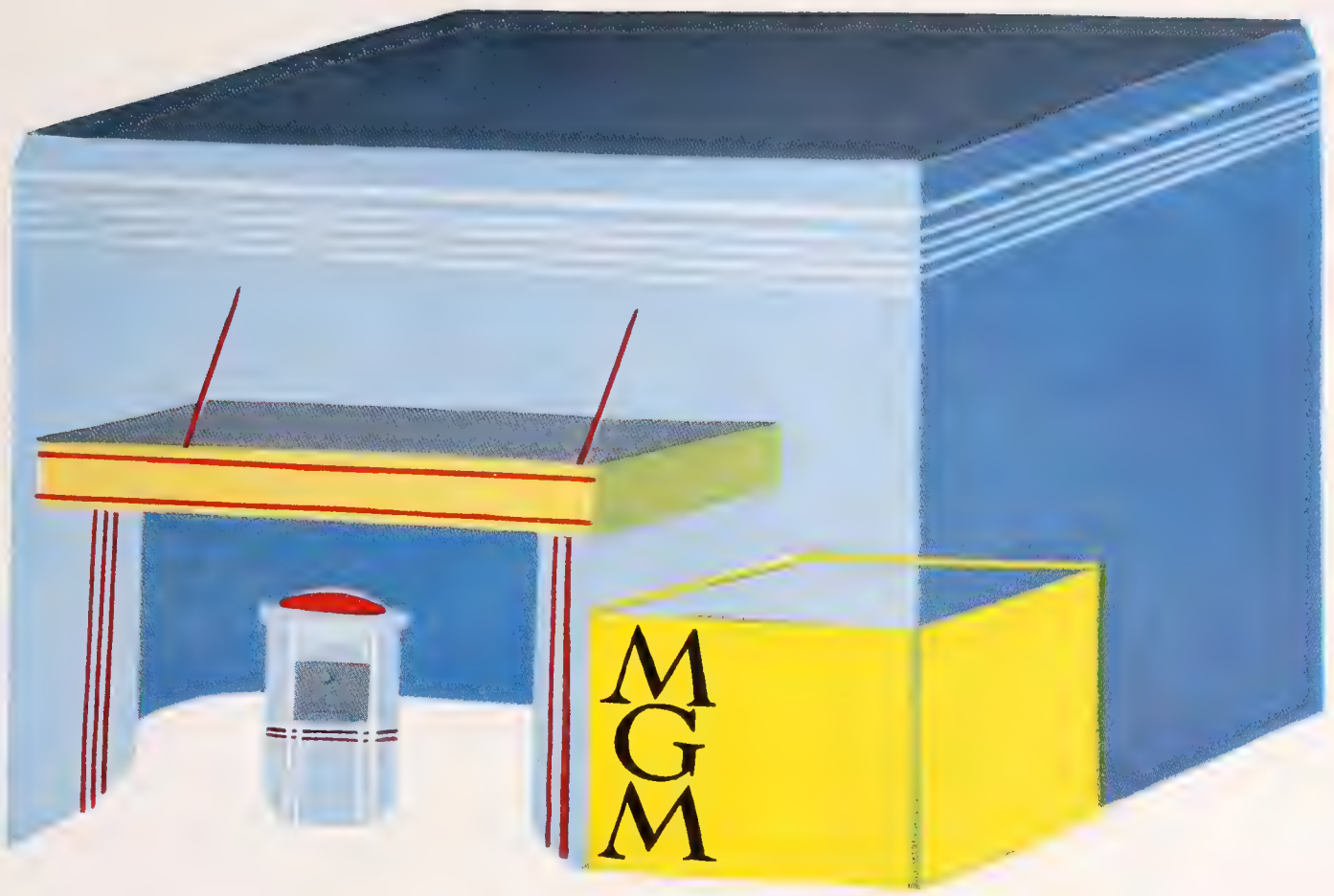
The armada of the U. S. Navy ships which some 70,000 persons attended the same day, along with the pleasant weather which lured thousands out in the open, and baseball attractions were other factors contributing to the box office decline. Rain late Sunday afternoon kept a number of New Yorkers on Broadway, and thus helped evening grosses.

Report Yamins Disposing of Theatres

Nathan Yamins is disposing of his theatres in Fall River, Mass., reliable authorities reported this week. It is probably for this reason, observers point out, that the former Allied president declined re-election last year.

Skirts Clean—Griffith

Kansas City — When apprised of the Government's new equity suit filed in Oklahoma against the Griffith interests and the majors, H. J. Griffith's terse comment was that "our skirts are clean, whatever the charges."

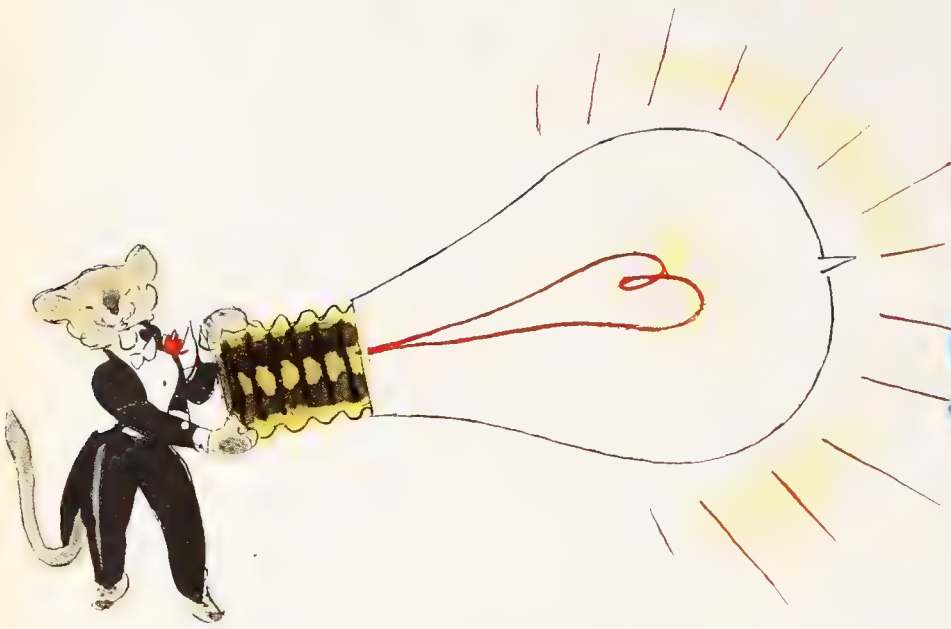


THE CORNERSTONE OF 11,000 THEATRES!

Strength! Security!

(over)

FOR 15 YEARS!



First in STARS!

Exhibitors named M-G-M the star company and it's truer than ever today!



First in HITS!

At every year's end M-G-M leads all companies. That's a matter of record!



"A square shake!" The Friendly Company, *practises* what it preaches!

First in the hearts of its CUSTOMERS!

FIRST IN BOX-OFFICE POLLS! In the past year again M-G-M led all these Box-Office surveys: *Film Daily's* Nation-wide Ten Best Pictures; *Quigley Publications* Box-Office Champions; *Box-Office Magazine* Blue Ribbons; *Variety's* Top Picture Grossers; *Showmen's Trade Review* Best Major Productions; *Parents' Magazine* Family Best; *Ladies Home Journal's* American Women's Favorites; *New York Critic Circle's* Best and many more including the just completed *National Box-Office Digest* Annual Poll for the past year covering thousands of theatres showing M-G-M is first again! Year after year it's the same: **ONLY ONE COMPANY CAN BE FIRST!**



ACTUAL PHOTOGRAPH!

Platinum and Gold—clean-up from Strandberg Mines at Folger, Candlecreek and Goodnews Bay, Alaska.

THIS IS THE McCOY!

BEWARE OF THE FLASH IN THE PAN!

Let 15 years of experience be your guide. Net results at the end of each year are the only thing that count in this business. When 11,000 satisfied customers balance their books at the close of each season, they say: "*I'm playing safe with the leader. Let the other fellow gamble on a flash in the pan.*" They prefer Security to Insomnia! And here's a point that every far-seeing exhibitor must consider in the coming year.

(*next page*)



YOU DON'T HAVE TO KEEP YOUR FINGERS CROSSED WITH M-G-M!

There's Safety in Numbers!

There is only one company in this entire business that by virtue of its set-up can guarantee security —that's M-G-M!

(read why above)

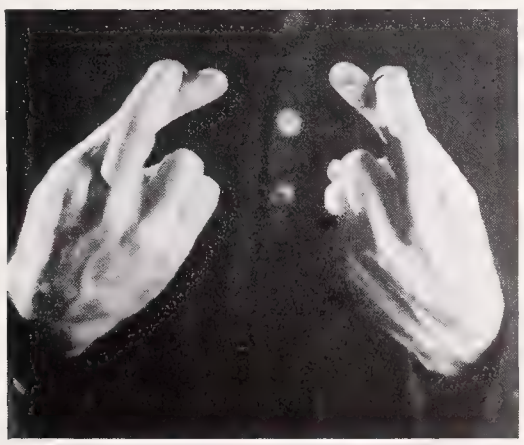


think this over!

M-G-M HAS 18 EXPERIENCED TOP-RANKING PRODUCERS! MANY MORE THAN ALL OTHER COMPANIES!

That's how M-G-M removes risks which you have to face elsewhere!

The solid rock of security on which M-G-M bases its studio production is that, come what may, you are protected. WE WILL NOT ALLOW THE SAFETY OF YOUR THEATRE INVESTMENT TO REST ON THE GENIUS OF ONE OR TWO OR THREE! M-G-M's production ranks are rich with talented showman brains ready for any emergency. You do not have to keep your fingers crossed!



Avoid this!



Do it the M-G-M way!

THAT GOES FOR STARS
THAT GOES FOR DIRECTORS
THAT GOES FOR WRITERS
THAT GOES FOR STORY PROPERTIES
THAT GOES FOR M-G-M in 1939-40

There's Safety in Numbers! Look!

(*next page*)


FIFTEENTH ANNIVERSARY
1939-40 PRODUCTIONS
METRO-GOLDWYN-MAYER
The Friendly Company

ANGEL CAKE!

YOUR BOX-OFFICE WILL REMEMBER M-G-M's



"A" ANNIVERSARY 15th

1939-1940

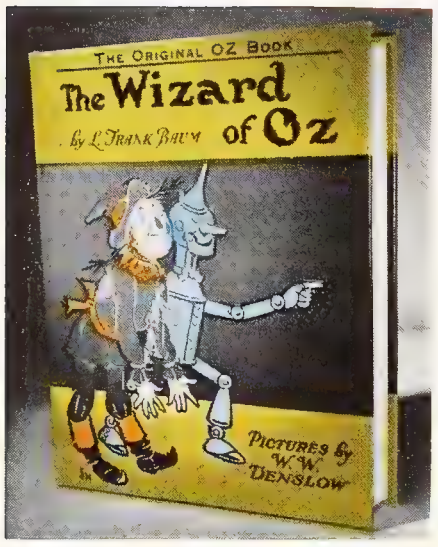
A milestone in the annals of show business! Unleashing the bank-roll for the greatest stage hits, most celebrated book successes! Reaching for the stars at unprecedented cost to add names and yet more names to the already fabulous aggregation of M-G-M personalities. A fortune for advertising! With our customers of Fifteen Friendly Years we set out to make 1939-1940 a box-office celebration to be remembered in the glowing pages of this industry's history!

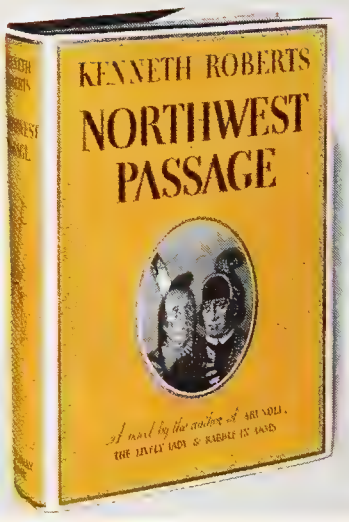


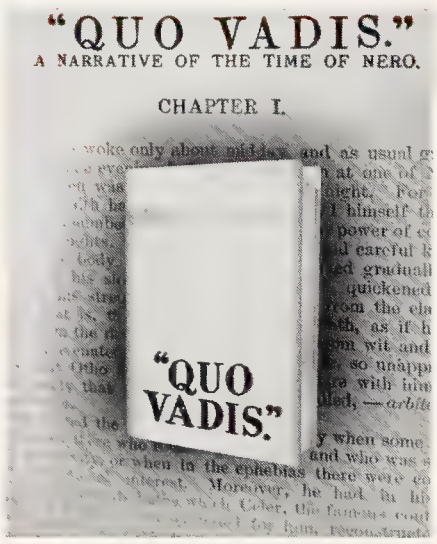
(Turn the glowing pages now!)

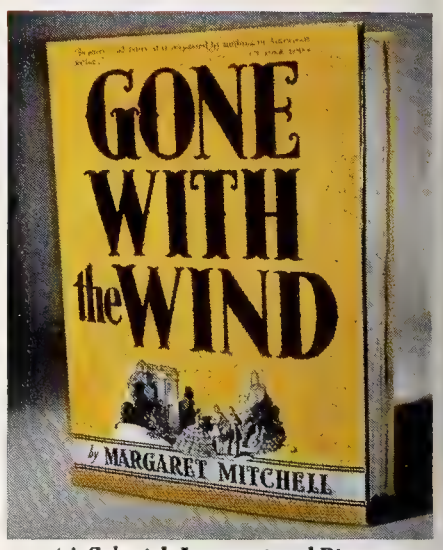
ONLY ONE COMPANY CAN COMMAND SUCH MILLION DOLLAR PROPERTIES!

Brilliant with Multi-Star Casts!





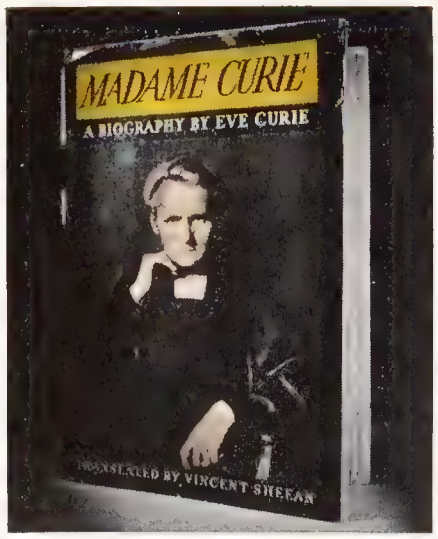


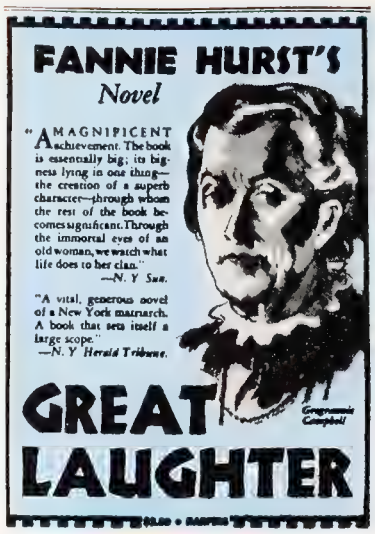


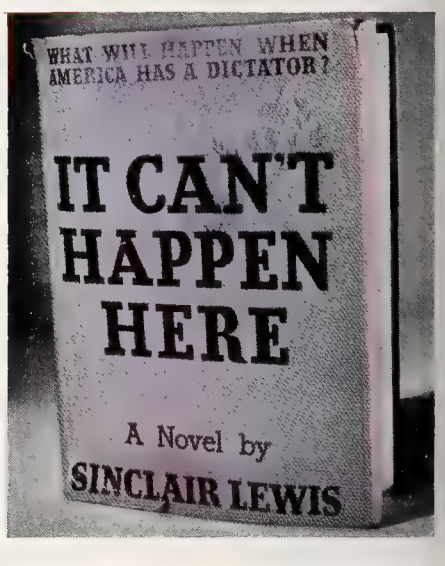
(A Selznick-International Picture. Produced by David O. Selznick)

Stage Hits! Best-Sellers!

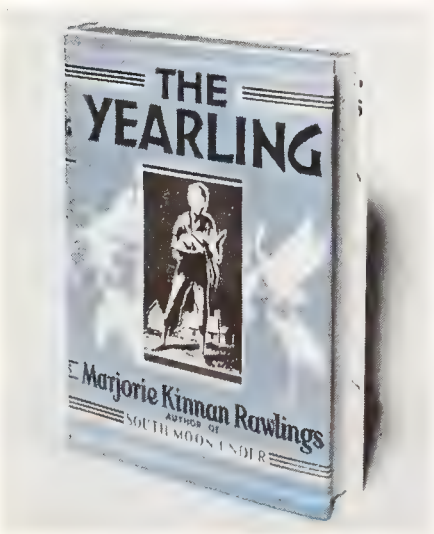


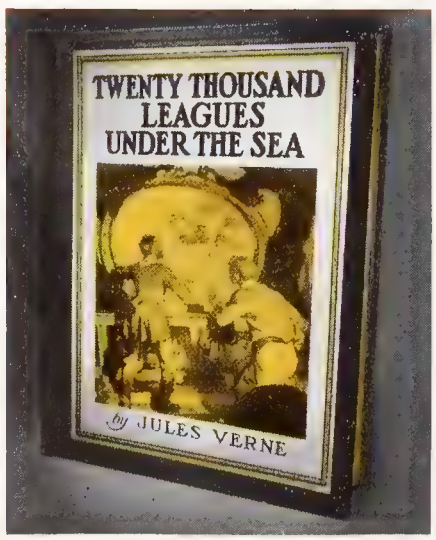




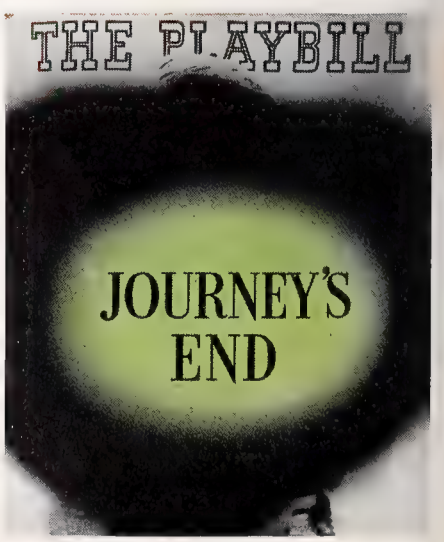


A treasure-house of famed titles!

















A fortune in thrilling properties!

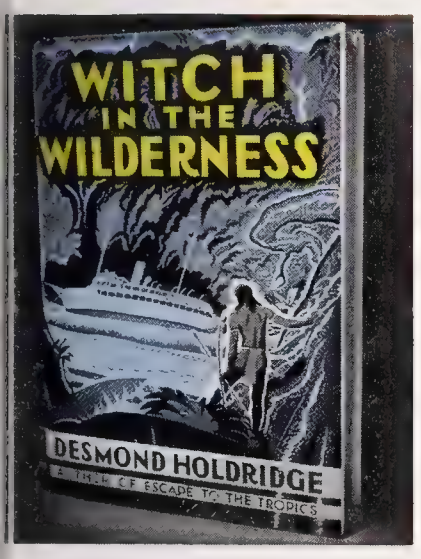




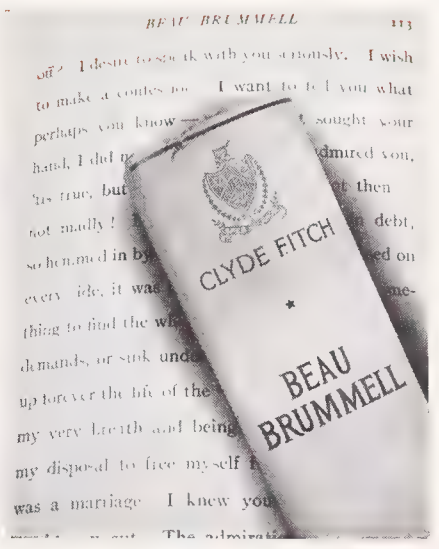


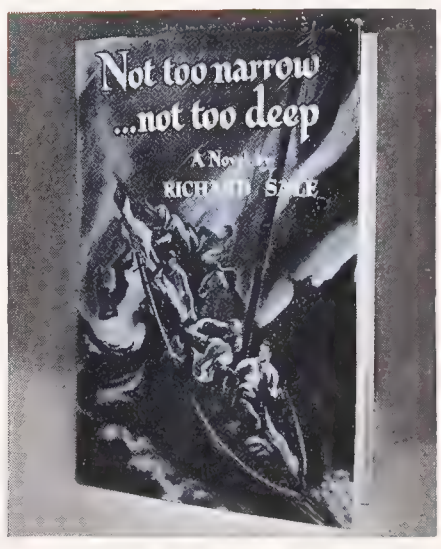


Big Star Names for Big Hit Titles!



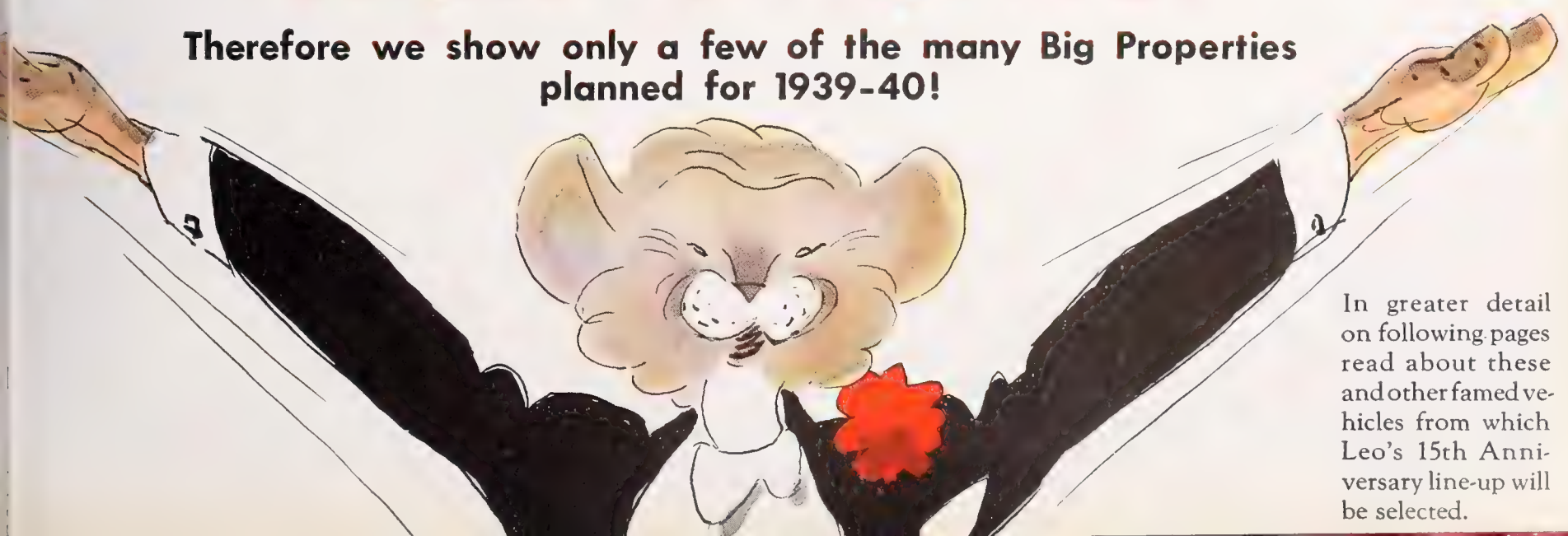






SPACE IS LIMITED!

Therefore we show only a few of the many Big Properties planned for 1939-40!



In greater detail on following pages read about these and other famed vehicles from which Leo's 15th Anniversary line-up will be selected.



OPEN DOOR POLICY!

A Preamble of Sincere Frankness!

Take the keys and enter the treasure house of our production. We have no secrets from our customers. M-G-M would prefer to be able to say right now that each one of the pictures on the following pages will be delivered as described, and that the casts as contemplated now will remain intact months from now.

But our customers of Fifteen Friendly years know the sincerity of our methods which make understandable to them why we reserve the right to amend our plans to meet changing conditions, new trends during the course of a long year.

We report herewith the early status of what is destined to be the most ambitious and costly studio expenditure in the history of M-G-M. The ultimate perfection of each production is our sole concern and yours. Time and circumstance may necessitate changes but they will be changes designed for betterment only.

The 15th Anniversary line-up of M-G-M will be notable for multi-starring pictures, for the importance of the properties selected and for the scale on which they are made.

A MINIMUM OF 40—A MAXIMUM OF 52

The following is a tentative prospectus. From these and others, M-G-M's 1939-1940 releases will be drawn.

NORTHWEST PASSAGE, to resume production on location in May; based on Kenneth Roberts' famed best-seller; King Vidor director; Spencer Tracy, Robert Taylor.

THE WOMEN, sensational Claire Boothe stage hit of Park Avenue's wives and sweethearts, starring Norma Shearer, Joan Crawford, Rosalind Russell and an all-female cast of about 40 players; George Cukor, director.

GONE WITH THE WIND, Margaret Mitchell's most discussed book of our time; Clark Gable, Vivien Leigh, Leslie Howard, Olivia De Havilland, directed by Victor Fleming. In Technicolor.

A Selznick-International Picture. Produced by David O. Selznick

IT CAN'T HAPPEN HERE, based on Sinclair Lewis' famed novel of upheaval in America.

ZIEGFELD FOLLIES. Gigantic new type of musical entertainment, as pretentious as Ziegfeld would have made it if he had had M-G-M's resources; multi-starred.

SILENT NIGHT, an exciting and highly romantic co-starring vehicle for the screen's singing sweethearts, Jeanette MacDonald and Nelson Eddy.

MADAME CURIE, starring Greta Garbo; famed novel by Eve Curie depicting the thrills, hardships, struggles and final triumph of the discoverer of radium.

NINOTSCHKA, comedy by Melchior Lengyel; Parisian and Russian background,. starring Greta Garbo; Ernst Lubitsch director.

THE WIZARD OF OZ. In Technicolor. Awaited by entire show world as the most amazing screen magic ever unfolded. Based on celebrated L. Frank Baum's book of globe-circling fame. Cast includes Judy Garland, Frank Morgan, Ray Bolger, Bert Lahr, Jack Haley, Billie Burke and thousands of others. Directed by Victor Fleming.

TONIGHT AT 8:30 is among the newly acquired important properties; Noel Coward's sensational international stage hit in which it is planned to star Norma Shearer.

GUNS AND FIDDLES (temporary title), spectacular drama with music; Robert Taylor, Hedy Lamarr, Miliza Korjus, Robert Young; by Walter Reisch and Samuel Hoffenstein.

A DAY AT THE CIRCUS, Marx Brothers; to start shortly.

ON BORROWED TIME, Lionel Barrymore, Sir Cedric Hardwicke and Bobs Watson, the child sensation of "Boys Town" and "Calling Dr. Kildare"; stage hit by Lawrence Edward Watkins; director, Harold Bucquet.

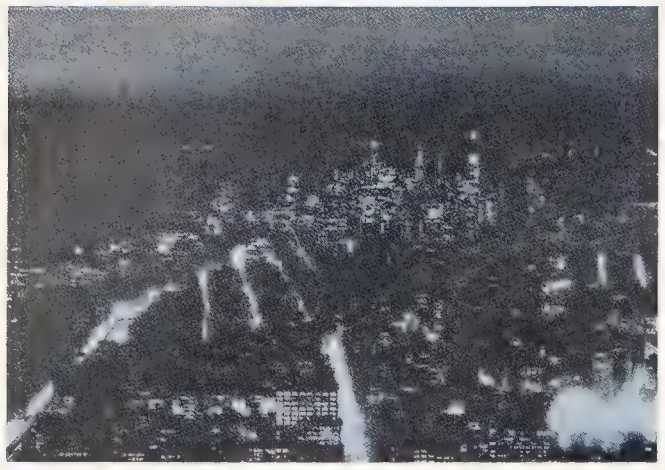
RETURN OF THE THIN MAN, by Dashiell Hammett; William Powell, Myrna Loy.

BROADWAY MELODY OF 1940. Fred Astaire, Eleanor Powell in the most sumptuous of this successful series; novel story treatment.

BABES IN ARMS, musical drama novelty, based on Rodgers and Hart stage success; large cast includes Mickey Rooney, Judy Garland, June Preisser, Betty Jaynes, Douglas McPhail; Busby Berkeley, director.

(More great productions listed two pages beyond →)

NO MATTER



IF YOU'RE BIG



OR LITTLE!

THESE STARS in M-G-M HITS will give you SECURITY!



CLARK GABLE



NORMA SHEARER



HEDY LAMARR



SPENCER TRACY



MICKEY ROONEY



WALLACE BEERY



FRED ASTAIRE



EDDIE CANTOR

It would take a complete issue of a magazine to fully illustrate the entire gallery o M-G-M personalities. In addition to the 24 stars above there are 53 other importan featured players, most of whom would be considered of STAR rating by any othe company. And all are under *exclusive* contract to M-G-M. In its extensive directoria and writing ranks M-G-M likewise pridefully includes the outstanding hit-creators o the industry. There's safety in numbers and M-G-M backs its assurance of a new yea of big attractions with a large and expert personnel.



ROBERT TAYLOR



JOAN CRAWFORD



JEANETTE MacDONALD



NELSON EDDY



MYRNA LOY



GRETA GARBO



WILLIAM POWELL



MARGARET SULLAVAN



MARX BROTHERS



ROBERT DONAT



ROBERT MONTGOMERY



ELEANOR POWELL



LIONEL BARRYMORE



ROSALIND RUSSELL



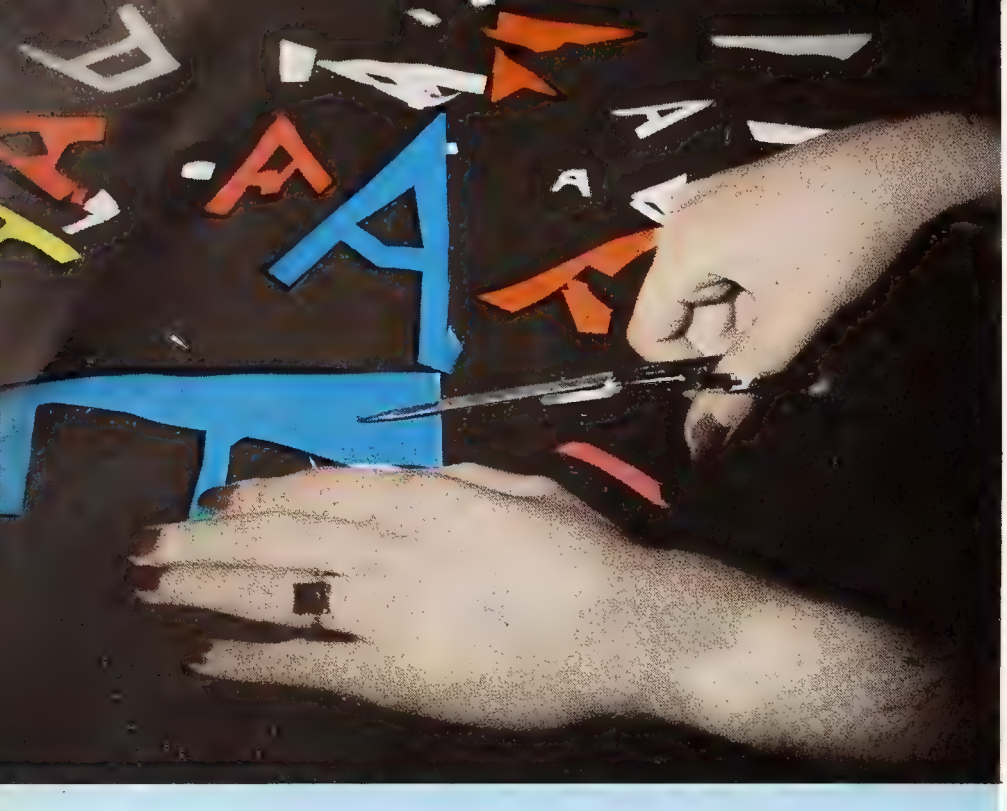
JAMES STEWART



JUDY GARLAND

And Remember: M-G-M's Promotion Plans call for the expenditure of $2,500,000, the Greatest of all time!

(over)



(Continuing 1939-1940 Prospectus from preceding pages)

THE YEARLING, Marjorie Kinnan Rawlings' successful novel; Victor Fleming, director.

WINGS OVER THE DESERT, Harold Buckley's melodrama of aviation over Sahara.

SEA OF GRASS, Conrad Richter's novel of embattled farmers and cattle men in New Mexico; awaiting availability of Spencer Tracy and Myrna Loy.

KIM, Kipling's famed novel, plans for which call for record studio budget.

SOLDIERS THREE, another Kipling thriller.

QUO VADIS, a multi-starred production by the creators of "Ben Hur."

THE RUINED CITY, starring Robert Donat; based on the celebrated novel "Kindling."

THE GREAT CANADIAN, Clark Gable and Myrna Loy; story of the American hockey circuit by Robert Hopkins and Vicki Baum.

HOUSE OF GLASS, melodrama by Max Marcin; Joan Crawford.

A LADY COMES TO TOWN, by Clements Ripley; being prepared for Joan Crawford.

BEAU BRUMMEL, by Clyde Fitch; planned to star Robert Donat.

I HAD A COMRADE, descriptive of present-day conditions in Germany; by a British nobleman, Viscount Castlerose.

AMERICAN NEWLYWEDS. Introducing a new family series, dealing with a typical young married American couple; now being developed by those who created the Hardy and Kildare series.

MAY FLAVIN, Myron Brinig's novel of an abandoned wife's life struggle.

THUNDER AFLOAT, Ralph Wheelwright and Commander Harvey Haislip's story of submarine chasers during last war; Wallace Beery.

SMILIN' THROUGH, starring Jeanette MacDonald; a triumphant musical version of the immortal heart-stabbing romance.

I LOVE YOU AGAIN, by Octavus Roy Cohen; awaiting availability of William Powell and Myrna Loy.

HANDS ACROSS THE BORDER, by Gene Towne and Graham Baker; friendly rivalry on the hockey field between Canadian and U. S. military academies; starring Robert Taylor.

EARL OF CHICAGO, starring Robert Montgomery; Brock William's engaging, fast-moving story.

THESE GLAMOUR GIRLS, Cosmopolitan Magazine story by Jane Hall and Marion Parsonnet; for selected young female players.

Further **HARDY FAMILY** and **DR. KILDARE** productions, continuing the high standard which have established these two great American themes among picture-goers.

BALALAIKA, adapted from the successful London musical by Eric Maschwitz; Nelson Eddy and Ilona Massey, the exotic new prima donna; big scale musical dramatic production.

SUSAN AND GOD. Rachel Crothers' play starring Greer Garson, distinguished for her performance in "Goodbye, Mr. Chips."

THE ZIEGFELD GIRL, all-star cast in story by William Anthony McGuire, author of "The Great Ziegfeld."

WITCH IN THE WILDERNESS, novel by Desmond Holdridge; starring Spencer Tracy; King Vidor, director.

LOVER COME BACK TO ME, based on Sigmund Romberg's "New Moon", starring Jeanette MacDonald, Nelson Eddy.

GO WEST, a comedy of Indians, rodeos and the wild and woolly; now being prepared for the Marx Brothers by Bert Kalmar and Harry Ruby.

A YANK AT ETON, by George Oppenheimer and Thomas Phipps; starring Mickey Rooney, to be produced by our successful unit which just completed "Goodbye, Mr. Chips".

WAR EAGLES, a novelty thriller combining imagination and living actors in a story of patriotic appeal; general treatment like that of "The Lost World" and "King Kong"; unprecedented production cost to bring you a sensational attraction.

BUSMAN'S HOLIDAY, the baffling and delightfully absorbing London murder mystery by Dorothy Sayers; starring Robert Montgomery.

THE LIFE STORY OF THOMAS EDISON Spencer Tracy and Mickey Rooney respectively present Edison as boy and man.



PARK AVENUE MODEL, starring Joan Crawford; vivid, exciting and de luxe drama of a modern maiden in our streamlined generation.

20,000 LEAGUES UNDER THE SEA, Jules Verne's world renowned story in Technicolor.

BANJO EYES, comedy-drama with music for Eddie Cantor.

WINGS ON HIS BACK (title tentative), Myles Connelly's breezy, clever comedy story of an aviatrix and aviator; James Stewart.

NICKEL SHOW, "cavalcade of the motion picture business," with a central showman character; a strongly romantic story.

JOURNEY'S END, based on Robert C. Sherriff's famous play; starring Robert Donat.

THE ROSARY, Edward E. Rose's famed stage success.

GREAT LAUGHTER, Fannie Hurst's celebrated novel.

SHOP AROUND THE CORNER, starring Margaret Sullavan, James Stewart, Frank Morgan; directed by Ernst Lubitsch.

(next page says a mouthful!)



SHELL-GAME OR SECURITY!

You can remember the past
You can profit in the present
You can plan on the future
With one company only!

METRO-GOLDWYN-MAYER

THE FRIENDLY COMPANY



"Cornerstone of 11,000 Theatres"

PRINTED IN U.S.A.

Kennedy's Korner

That Omaha premiere of "Union Pacific" lived up to the high-powered precedent set by the new vogue of turning these western towns just about inside out to hail screen glorifications of them. Also it brought on to New York for a visit C. B. DeMille, hitting the ball hard with his fifty-third, or is it fifty-fourth?, feature. From the showmanship standpoint not many directors get a marquee play on their creations—but C. B. does, and his name means something.

20th Century-Fox sets a new precedent Saturday when it plays daddy to the broadcast of the Kentucky Derby, and everybody who's listening to how the horses are looking as viewed by the eye of experts in judging racing flesh and blood will also hear lots about "Rose of Washington Square".

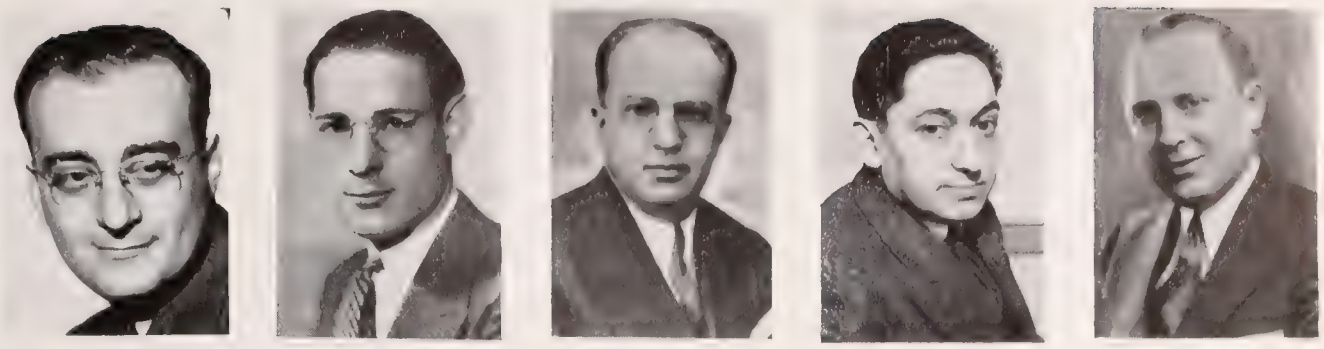
The Baird television sets for theatres came ashore from a liner recently. So far there's no information as to which Broadway house will install the first television outfit. Probably first event up when, as and if television makes a bow in the film theatres soon, will no doubt be a horse race or a fight—both of which also will be covered very ably by news cameras so that all theatres everywhere can show the customers the same thing, better if later.

First Crosby Film Playing at Music Hall

For the first time in the history of the Radio City Music Hall, a Bing Crosby picture is playing that theatre. Universal's "East Side of Heaven", in which Joan Blondell and Mischa Auer are also featured, opened there last Thursday. Universal also announced that "The Mikado" may go into the Rivoli following the current engagement of "Wuthering Heights" which has one or two weeks to go.

Important Dates

May 8-10: United Artists sales convention, Los Angeles.
May 8-10: Film Carriers Ass'n convention, Park Central Hotel, N. Y. C.
May 8-11: Columbia regional meeting, Atlantic City.
May 14-16: Columbia regional meeting, Chicago.
May 16: "Get Together of Good Guys" golf tournament and dinner, Conneaut Hotel, Conneaut Lake Park, Pa.
May 18: Edwin Bergman outing and dinner, Mahoning Country Club, Girard, Ohio.
May 20-22: Columbia regional meeting, Los Angeles.
May 21-27: Silver Jubilee of Morris Joseph, Universal branch manager at New Haven, Conn.
May 23-24: Kansas-Missouri Theatre Ass'n convention, Kansas City.
May 23-25: N. Y. Allied "World's Fair convention," Hotel Astor.
June 4-6: Theatre Owners of North and South Carolina convention, Ocean Park Hotel, Myrtle Beach, S. C.
June 8-10: Paramount convention, Hotel Ambassador, Los Angeles.
June 12: MPTO of Va. midsummer convention, Roanoke Hotel, Roanoke.
June 13-15: Allied National convention, Nicollet Hotel, Minneapolis.
June 19-22: National Conference on Visual Education, Francis W. Parker School, Chicago.



Among the home office executives who will attend the Columbia regional sales meetings are those pictured above and below. Above left to right are Rube Jackter, assistant general sales manager; Abe Schneider, treasurer; Joseph McConville, general manager of the foreign department; Maurice Bergman, director of advertising and publicity, and Max Weisfeldt, short subject sales manager. Below are Jack Cohn, vice-president of the company and Abe Montague, sales manager.

Columbia Sales Forces Meet In Atlantic City On Monday

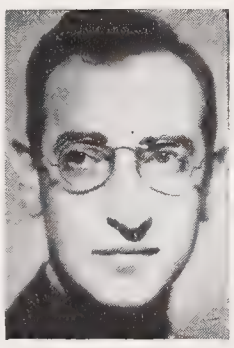
First of Three Regional Meetings to Hear Product Announcement From Montague

Columbia's sales force in the East and home office executives were preparing to gather at Atlantic City this week for the first of three regional meetings at which the company is expected to announce the strongest program of pictures it has ever had. The group will gather in Atlantic City's Ritz Hotel on Monday. Heading the group of home office executives will be Jack Cohn, vice president of the company. Abe Montague, general sales manager will preside at the meeting.



Jack Cohn

Other home office executives who will attend are Abe Schneider, treasurer; Rube Jackter, assistant general sales manager; Joseph McConville, foreign sales manager; Louis Astor and Louis Weinberg, circuit sales managers; Max Weisfeldt, short subject sales manager; Leo Jeffe, H. C. Kaufman, Maurice Bergman, Maurice Grad, George Josephs, M. Hannock, Al Seligman, W. Brennan, Frank McGrann, Al Sherman and B. E. Zeeman.



Abe Montague

The company is expected to announce a program of 40 features with several big name directors signed to make them. In addition to the 40, Frank Capra's "Mr. Smith Goes to Washington", now in production, will be released by the company under a separate contract. There will probably be a number of Westerns announced and the usual quota of short subjects.

Following the Atlantic City meeting the group will go to Chicago for the second of the regional meetings and after that to Los Angeles for the last of them.

NOTARIUS TO COAST

Paramount Theatre Executive Gets Post in Studio

Louis Notarius, who for the past 14 years has been connected with the Paramount theatre department, leaves for the Coast next week for a post in the Paramount studio where he will work with Y. Frank Freeman. He will bring the viewpoint of the experienced theatre man to Paramount production. Some of his work, reviewing pictures for the Paramount theatre partners, he will continue on the Coast, while the remainder will be split up amongst various other executives in the home office.

He is scheduled to leave New York next Friday



MGM ADDS TO STAR ROSTER

Cantor, Astaire In New Pictures

ROBINSON ALSO JOINS

MGM announced this week a supplementary list of titles and stars which will augment its program for next season, announced at the convention in March. There will be from 44 to 52 pictures on the new program.

New star additions include Eddie Cantor, Fred Astaire and Edward G. Robinson. James Stewart has also been elevated to stardom. Cantor will appear in "Banjo Eyes", a comedy drama with music. Fred Astaire will co-star with Eleanor Powell on "Broadway Melody of 1940".

Norma Shearer will star in "Pride and Prejudice" from the novel by Jane Austen, following completion of "The Women" in which she is starred with Joan Crawford and Rosalind Russell. Jeanette MacDonald will appear in a musical version of "Smilin' Thru" which Norma Shearer made several seasons ago. She will be co-starred with Nelson Eddy in "Silent Night" and "Lover Come Back to Me". Nelson Eddy will also be seen in "Balalaika" with Ilona Massey.

"Park Avenue Model", to be produced from an original story by John Larkin and Jerry Horwin, has been added to Joan Crawford's starring schedule, which already includes "House of Glass", "A Lady Comes to Town", in addition to "The Women".

"American Newlyweds" will introduce a new family series, dealing with a typical young married American couple.

Robert Montgomery will go to England to star in two pictures: "Earl of Chicago", an original story by Brock Williams, and "Busman's Holiday", based on a novel by Dorothy Sayres. These will be produced at the Denham Studios on the same large scale as "A Yank at Oxford", "The Citadel" and the recently completed "Goodbye, Mr. Chips".

Busby Berkeley and Norman McLeod have been signed to directorial contracts at the Culver City studios.

Greer Garson, who appears opposite Robert Donat in "Goodbye, Mr. Chips", will be starred in "Susan and God", the play by Rachel Crothers. Donat will have the leading role in "Ruined City", based on the novel "Kindling" by Nevil Shute. Spencer Tracy will be starred in "Witch in the Wilderness", to be directed by King Vidor from the novel by Desmond Holdridge.

Mono. State Salesman

Detroit—Formerly office manager for RKO Radio Pictures, Clive Waxman has been appointed state salesman for Monogram.

Dallas Variety Club's Delegates



The 17 men pictured above were photographed when they presented a portrait of R. J. (Bob) O'Donnell, to the subject himself. Then they all left for Detroit for the National Variety Clubs convention. Left to right in the bottom row are B. C. Gibson, Special Sales Representative, United Artists; Harry Sachs, Chief Booker, Interstate Circuit; Buddy Harris, General Sales Manager, TAD Screen Advertising; Lloyd Rust, Branch Manager, Republic; Burt King, Division Manager, RCA; George O'Rourke, President, O'Rourke Construction Co.; Duke Evans, General Sales Manager, Evans Printing & Poster Co.

Second row left to right: Jack Underwood, Branch Manager, Columbia; J. O. Cherry, City Manager in Dallas, Interstate Circuit; Bob O'Donnell, Vice President and General Manager, Interstate Circuit and Chief Barker of the Variety Club of Dallas; Wallace Walthall, Branch Manager, National Screen Service; E. J. Solon, Treasurer, Interstate Circuit; Paul Short, Division Manager, National Screen.

Top row left to right: Meyer Rachofsky, Vice President, Mercantile National Bank; Robert L. Jones, Chief of Police of Dallas; Elmer Zrenner, Sound Supervisor, Interstate Circuit; Frank Starrs, Director of Advertising and Publicity, Interstate Circuit.

VARIETY CLUBS RE-ELECT HARRIS

More Than 600 Delegates, Guests, Attend Meet

Detroit—A banquet at the Book Cadillac Hotel attended by more than 600 delegates and guests climaxed the fifth annual convention of the Variety Clubs of America, which closed here Saturday. Mayor Richard W. Reading, John B. Kennedy, Lloyd Nolan, Malcolm W. Bingay, editorial director of the *Free-Press,* and Edgar Guest were included among the speakers and guests of honor. George Jessel and Ethel Shutta headed an elaborate floor show.

John H. Harris, Pittsburgh, was re-elected chief barker for the fifth time; Duke Clark, Cleveland, first assistant chief barker; John J. Maloney, Pittsburgh, second assistant chief barker; Frank Drew, Cleveland, national property master, and James Palmer, Pittsburgh, national dough guy. The 1940 convention will be held in Dallas, Texas.

Anti-Duals Bill

Springfield, Ill.—A bill to prohibit double features in Illinois has been advanced by the House to its third reading, thus indicating an early vote.

CAN. EXHIBS TO DRAFT REFORMS

Indicate It Will Call For Sweeping Changes

Toronto—A move has been formally launched here by the Independent Theatres Association in behalf of Canadian indie exhibitors who want a trade practice of their own. The Association is canvassing its membership for suggested reforms, with subjects of clearance, priority and revision of the Standard License Agreement getting strongest attention. When the suggested draft is turned over to distributors, indications are that ITA will call for sweeping changes.

Actual standardization of the license agreement is wanted by ITA, who would rule out so-called surprise clauses on the schedule side and would have any departures from the standard form printed in bold type as a tip-off to exhibitors.

Tax May Close Theatres

Quebec—Unless some modification of Quebec City's ten per cent tax on all admissions to theatres and places of amusement, now in effect, does not materialize, it is believed many Quebec theatres will close their doors.

PLAN EXHIB. VOTE ON CODE

Allied to Seek Action At Convention

HOPES IT'S CONCLUSIVE

Regardless of organization affiliations, all independent exhibitors will be asked to vote on the acceptance or rejection of the trade practice proposals when Allied holds its national convention at the Nicollet Hotel in Minneapolis, June 13-15.

In a formal announcement from his Dallas headquarters, Col. H. A. Cole asked for a settlement of the reforms argument "once and for all" and stated that a session would be set aside for discussion of the subject by representatives of exhibitors and distributors.

"Each theatre owner will be given an opportunity to hear the other side, and from there on he is on his own," Cole said, then continued: "If the majority of independent theatre owners in the U. S. want to accept the trade practice reforms as submitted by the producers, you may rest assured that the members of the negotiations committee and all officers of Allied will find no fault, and we are positive representatives of the producers-distributors will feel likewise."

Nothing up to the present time has been done to settle the controversial statements in regard to exhibitor reaction to the Neely Bill and the trade code, Cole pointed out. While one group contends the Neely Bill would hurt the independents, another takes an opposite view. If representatives of production, distribution and exhibition meet in one session, Cole believes the matter can be settled.

FOR FAIR VISITORS

Variety Club Will Establish Headquarters in N. Y

A headquarters for members of the National Variety Clubs and others associated with the motion picture industry who visit the New York World's Fair will be established by the National Variety Club, probably at the Hotel Astor in the near future, it was announced last week in Detroit by John H. Harris, national chief barker. If the venture is successful, it is possible a New York tent will also be established.

Okla. MPTO Will Convene in June

Oklahoma City—Annual convention of the MPTO of Oklahoma will be held here June 19-20 or June 26-27, it has been announced by Morris Loewenstein, president. National legislation, the MPTOA program and the trade pact will be discussed by Ed Kuykendall, MPTOA prexy.

The Box Office Slant

Captain Fury

(Hollywood Preview)

UA Drama 92 mins.

Thrilling Action Drama with Fine Cast and Plenty of Comedy; Is Sure to Please

(National Release Date, May 26)

Cast: Brian Aherne, Victor McLaglen, June Lang, John Carradine, Paul Lukas, George Zucco, Douglas Dumbrille, Virginia Field, Charles Middleton, Lawrence Grossmith, Lumsden Hare, others. Screenplay by Grover Jones, Jack Jevne and William DeMille. Produced and directed by Hal Roach.

Plot: Zucco rules a vast territory in Australia with an iron hand, and controls the wool industry, even going so far as to rustle sheep. His guards oust the nearby settlers by raiding their gardens, killing their livestock and burning their homes. Among the prisoners arriving on a recent boat and immediately assigned to Zucco's compound is Aherne, along with McLaglen, Carradine and others. He becomes the leader of the prisoners. Mergon, a Zucco henchman, is burned to death; but the settlers believe it is Lukas, father of June Lang. They accuse Aherne of the murder and he is put on trial. Lukas, however, is discovered imprisoned by Zucco, and Aherne is released.

SUMMARY: Action fans will relish this Robin Hood tale of early Australia. Loaded with thrills, fast riding and plenty of comedy, it contains all the time-honored ingredients necessary to amuse and entertain audiences interested in the good old-fashioned outdoor melodrama. They'll enjoy the two top stars, Victor McLaglen and Brian Aherne. McLaglen, because of his fine portrayal of a rough and hilarious kleptomaniac and Aherne for the splendid way he handles his role. John Carradine, George Zucco, Douglas Dumbrille and June Lang all contribute noteworthy performances. This is the first picture Hal Roach has directed in five years, and he proves he hasn't forgotten what it takes to please at the box office. For street ballyhoo have man with ten-gallon hat, ride a horse around town with sign "I am Captain Fury." Canvas bag with coins could be displayed in lobby, offering prize to the one guessing the amount contained therein... Natives of Australia living in your community could be given complimentary ticket of admission.

OUTSTANDING: Brian Aherne and Victor McLaglen.

Catchline: "The Robin Hood of early Australian history." **(FAMILY)**

Rose of Washington Square

(Hollywood Preview)

20th-Fox Musical-Drama 86 mins.

Mass Appeal Entertainment Fills Bill To Perfection As A Showman's Delight

(National Release Date, May 12)

Cast: Tyrone Power, Alice Faye, Al Jolson, William Frawley, Joyce Compton, Hobart Cavanaugh, Moroni Olsen, E. E. Clive, Louis Prima, Charles Wilson, Ben Welden, Horace MacMahon, Paul Stanton, Maurice Cass, Bert Roach, others. Associate Producer and Screenplay by Nunnally Johnson, based on a story by John Larkin and Jerry Horwin. Directed by Gregory Ratoff.

Plot: Jolson works in a cheap burlesque house, at the same time trying to help Alice Faye land a theatrical contract. The two work out an act together, but their attempts to interest theatrical agents fail. Rose goes to a small hotel away from New York. There she meets Power, and the two fall in love. Power is involved in a confidence game, but skips out before Alice discovers the kind of man he really is. Meanwhile, Jolson signs up at the Winter Garden as a solo act, and with the help of a stooge, Cavanaugh, goes over big. Alice returns to New York as an entertainer in a speakeasy. Power comes there with two suckers he expects to fleece, but learning the place will be raided, goes to Alice's rescue. Learning of Power's character, Jolson later beats him up, but Alice sticks by him. Reforming, Power returns the money he had gained illegitimately. He gets into more trouble, and is sentenced to prison. He takes on new life when he learns Alice still loves him and will wait.

SUMMARY: If you've looking for mass appeal entertainment this tuneful cavalcade should fill the bill to perfection. With three dominant names for the marquee and a powerful story well acted and directed, Twentieth Century-Fox again comes through with a showman's delight. Al Jolson and Alice Faye sing a score of outstanding song hits of yesteryear that will thrill young and old and Tyrone Power handles an unsympathetic role with such marked ability that it will not only satisfy his host of fans but will add many new ones. William Frawley and Joyce Compton head a competent supporting cast. Gregory Ratoff does an inspired job of direction with an eye toward showmanship values. Arrange with auto dealers to stage a parade of cars of old vintage bearing banners and blondes who throw out small paper roses tabbed with the name of the picture and your playdate. On the order of "Poppy Day," you might arrange a "Rose Day" for charity. Use a public address system for playing the hit songs. Use giant blowups of Power, Miss Faye and Jolson.

OUTSTANDING: Gregory Ratoff's direction.

Catchline: "The Great White Way when Broadway was Broadway." **(FAMILY)**

LEGION OF DECENCY RATINGS:

(For Week Ending May 6)

SUITABLE FOR GENERAL PATRONAGE

Fixer Dugan
Sorority House
Romance of the Redwoods
Code of the Secret Service

SUITABLE FOR ADULTS ONLY

Wanted by Scotland Yard
Outside These Walls
Boys Reformatory
Stolen Life

It's A Wonderful World

MGM Mystery-Comedy 86 mins.

You'll Agree It Is When You Hear Your Patrons Guffawing at This Grand Comedy

(National Release Date, May 19)

Cast: Claudette Colbert, James Stewart, Guy Kibbee, Nat Pendleton, Frances Drake, Edgar Kennedy, Ernest Truex, Richard Carle, Sidney Blackmer, Andy Clyde, others. Screenplay by Ben Hecht, based on an original story by Ben Hecht and Herman J. Mankiewicz. Directed by W. S. Van Dyke, II. Produced by Frank Davis.

Plot: Stewart, a private detective, has the job of keeping millionaire playboy Truex out of trouble. Truex is framed on a murder charge, trumped up by Frances Drake and Blackmer so that they'll get Truex's money after he is convicted and put to death in the electric chair. Stewart keeps Truex under cover, but is discovered, and sentenced to prison for conspiracy. He escapes and meets Claudette. At first she's always in his way as he tries to find another man marked for death by Blackmer, but eventually she becomes of great assistance to him. Finally, at a summer stock theatre, Stewart solves the mystery with the aid of Claudette, and playboy Truex is saved.

SUMMARY: Overflowing with hilarious situations, smart lines and top-notch performances by Miss Colbert and Stewart, this is a film you'll be happy to serve your patrons as a grand Springtime tonic. Although it's on the mystery side, the plot is so different from the ordinary mystery, and the production and direction is of such calibre that "It's a Wonderful World" can be placed at the top of your preferred date list. Claudette Colbert, besides seeming lovelier than ever, has the kind of role audiences like to see her play. James Stewart is excruciatingly funny, especially when he adopts a Scout uniform and thick-lensed spectacles to elude his pursuers. Additional laughs are provoked by Guy Kibbee, Nat Pendleton and Edgar Kennedy. This is just the kind of picture about which your patrons will enthuse to their friends. Don't hesitate to give it the gun by means of a big promotional campaign. Sell Colbert and Stewart as a lovable, laughable pair of sleuths. With the title as the basis, you should find it comparatively simple to promote a cooperative ad page from local merchants. In all probability there will be plenty of tie-up stills available for your use when the film is released.

OUTSTANDING: Claudette Colbert and James Stewart.

Catchline: "Here's the sprightliest Springtime mystery-comedy that ever made you say 'It's wonderful'." **(FAMILY)**

Blue Montana Skies

Republic Western 56 mins.

Gene Gets His Man in the Northwest, And Action Fans Get Lively Film Fare

(National Release Date, May 4)

Cast: Gene Autry, Smiley Burnette, June Storey, Harry Woods, Tully Marshall, Al Bridge, Glenn Strange, Dorothy Granger,

(Continued on page 40)

For Additional Exploitation Ideas on These Pictures Consult Encyclopedia of Exploitation—See Back Cover

IN THE EDITOR'S MAIL BAG

Editor, SHOWMEN'S TRADE REVIEW:

While series pictures have been doing pretty well as a rule—I believe there are getting to be too many series.

Musicals have lost a great deal of their appeal to my audience. By this, I mean, the type like "Broadway Melody", "Sweethearts", etc.

Musicals like "Sing You Sinners" and "Cocoanut Grove" are O. K.

The biggest complaint I have against any one company is the poor sound.

South Dakota exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

For God's sake, try to get Fox to give Jane Withers a break. The spending of a million on Shirley Temple pictures and a couple of hundred thousand on the Withers gives me a pain in the posterior.

Temple is deader than a last year's bird nest, while Withers keeps right at the top despite no budget, no cast, no story—no nothing.

Small town in Kansas

Editor, SHOWMEN'S TRADE REVIEW:

With regard to the short subjects, my patrons are frank to say that they do not want any type of travel or educational subject. When they come to the movies they want to be amused and entertained and not educated. There is still room in our territory for good two-reel comedies such as are put out by Columbia.

Regarding features, I believe that there are entirely too many family and other type series of features. My patrons demand variety and will not go for sameness over and over.

North Carolina exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

Your trade paper is fine, but my pet peeve is—How can reviewers looking at pictures get all hopped up over some bum picture and rave about the box office possibilities when a dumb halfwit can see that the picture will starve any place you play it. The best example was "Boy Meets Girl". Either the reviewers go screwy or the people are 100% nuts and after twenty years I know the people are right. One of the most important features of any trade paper so far as the small town exhibitors are concerned is good honest reviews.

Iowa exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

I want to say, if you'll permit me, that your "Leaders" is about the most intelligent I have ever seen. You certainly deserve a lot of credit for arranging such an analysis and I am sure it will do a lot of good towards guiding production and exhibition in the 1939-40 season.

In addition, since I'm finally writing to you after all these months of silence, I want to tell you some things about your paper. The listing of the short subjects in every issue with a notation as to its value for entertainment is my one and only guide for the booking of shorts. You know I seldom get a chance to see shorts prior to booking and consequently I need a good guide. During the past year I have used your short subject pages every week. They guide me in booking my shows intelligently and I just want you to know that I appreciate this service.

Then, there's the "Showmanalysis" series. Nobody else in the business goes to all the trouble you are going to to make the pictures easier to sell to our audiences. Of course, the press sheets seem to be indispensable. I suppose we'll always have and need them. But this series which you run every week in your paper is a god-send to fellows like me who can't get in to see every important picture and understand what it's got that we can use for sales angles. If nobody else ever throws bouquets at you for this service, just remember that I'm throwing one now.

Your series of articles about your trip to the Coast last fall were highly illuminating and very informative. Some fellows might read it as a gossip column, but I am glad you wrote as you did for it was not only easy to read but easier to understand. To me it was like taking a trip around the places and I'm thankful I was able to get such an excellent picture of what goes on in and around Hollywood.

Thanks again for all your services and please excuse me for not having written sooner. I am always so busy around my theatre looking after one thing and another that I don't take time out occasionally, as I should, to say a kind word to someone who's doing a good job for others. Best of luck and good wishes and I hope all exhibitors treat you as swell as you deserve.

Thomas Di Lorenzo
New Paltz, N. Y.

Editor, SHOWMEN'S TRADE REVIEW:

If the great (?) would give us pictures like "Alexander's Ragtime Band," "Boys' Town," "Test Pilot," "Judge Hardy" series, good football pictures, good musicales and westerns and cut out the foreign and highbrow stuff we'd be O.K.

Eastern Ohio Exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

Seems funny to select ten features on the Leaders' Survey from one major's list and then place them third as best money maker on the ballot. The answer is simple: swell business—high rentals—no profit—as usual.

Kansas Exhibitor

Editor, SHOWMEN'S TRADE REVIEW

I just have a remark to make.

Have you noticed lately the very dark printing of pictures. This may be considered art or technique, but it most assuredly takes a lot away from the entertainment value of a picture. The patron has to concentrate and peer at the screen to try and determine what is going on, and so there is really no relaxation any more in going to a movie.

I am not talking from my own viewpoint (although I agree), but I come in daily contact with every one of my customers and they make no bones about how they feel about it. This is not the case with one company alone, but it is more so with some than with others.

Oh, Yes! The public is not very much interested in what goes to win an academy prize or who wins which or what. All they want is entertainment **without** effort and—after all—why shouldn't they get it! God knows we pay enough for it! Think it over.

Western Canadian exhibitor.

Editor, SHOWMEN'S TRADE REVIEW:

I can't tell you much about it, but one thing I can tell you and that is that show business is not what it was years ago. When we had higher picture prices we had fair or rotten pictures. When prices were lower, showmanship was much better and more money was made at the end of the week. Now you give your patrons a picture, stage show, comedies and cartoons and charge them very little more for it, but your stage show is rotten and your pictures only fair. I still think that we ruined show business by giving people more and more every day. Frankly, people don't want that. They do not want doubles. But some crazy showmen think that they beat the next theatreman by doing this. According to my way of thinking, if the producers would stop making so many pictures we would be better off. They ought to make more good pictures. I play a good picture in this small town of 5,000 people four, five and six days and I do very well. However, when I get a "stinker" they won't come in because they all know about it through Fidler, and all magazines. You know that in this business there are no more secrets. If they would lay off the radio and magazines we would be much better off. Good exploitation, good paper and good mats sell shows.

Ohio exhibitor



Unique Foyer Display Expresses Title's Theme

This unique method of selling the youthful, carefree theme expressed in the title of Universal's "Youth Takes a Fling" was devised by Dave Martin when he was at the Fox Bruin Theatre, Westwood Village, Los Angeles. Vira Duronslet, pretty Bruin usherette, is demonstrating the miniature scale-model railroad which was promoted free for foyer use. Great stuff, Dave, but our heart belongs to Vira. Martin is now at the Paramount, Hollywood.

1939'S GREATEST SCREEN ADVENTURE COMES THUNDERING TO YOUR DOOR!

THIS WAY PLEASE

GENERAL RELEASE MAY 25TH




SAN LUIS

Pre-Sold in 21 NATIONAL MAGAZINES

including SATURDAY EVENING POST ★ COLLIER'S ★ LIBERTY ★ LIFE ★ LOOK ★ TIME ★ PHOTO-PLAY *and all fan magazines . . . . . .*



With this advance selling, get ready to give this show everything you've got...

HOWARD HAWKS' PRODUCTION

STARRING

CARY GRANT ☆ JEAN ARTHUR

ONLY ANGELS HAVE WINGS

THOMAS MITCHELL • RITA HAYWORTH • RICHARD BARTHELMESS

STORY and DIRECTION by HOWARD HAWKS

Screen play by Jules Furthman

A Columbia Picture

COLUMBIA PICTURES

PRINTED IN U.S.A.

A CAMPAIGN CONTEST

WITH

$4,000 IN PRIZES

ON

ONLY ANGELS HAVE WINGS

As an incentive to all theatre managers and advertising men to develop EXTRAORDINARY campaigns on ONLY ANGELS HAVE WINGS, COLUMBIA will offer $4,000 in prizes for the best campaigns inclusive of advertising, publicity and exploitation.

The contest is open to everyone and prizes will be awarded strictly on the merits of the campaigns regardless of the sizes of the communities. A committee of judges, to be announced shortly, will make the awards.

FIRST PRIZE $1,000

TEN PRIZES . . . of $300 each

● *For further details watch trade paper advertising on ONLY ANGELS HAVE WINGS and the next issue of The Columbia Mirror*

COLUMBIA PICTURES

PROGRAM EXCHANGE



Examples of Typical Tabloid Theatre Publications

Here are typical samples of tabloid theatre publications. On the left is part of a page of Maurice Osterman's Movie Guide, *while on the right is the front page of the paper issued by Al Marks. You'll find more about these programs in the accompanying article.*

An "Inside" Peek at Osterman's Breezy Paper Revealeth Interesting Sidelights

THE major portion of our discussion this week will be devoted to the tabloid paper, *Movie Guide,* edited and published by Maurice Osterman in the interests of all Shea Theatres. Osterman was brought to our attention some time ago by William B. Justice, who aids in the publication of *Cinemag* for the Capitol and Majestic Theatres, Paragould, Ark. Recently Osterman became a member of the STR Program Exchange.

A copy of *Movie Guide,* we are informed, has been sent to each and every member, so that any of you reading this will know just what we're talking about. Size 8½ by 11½ inches, when folded, *Movie Guide* gives the appearance of a small tabloid; but the fact that it is larger than seems apparent at first glance is known as soon as it is unfolded. When this is done, you have a 11½ by approximately 17-inch format. We don't have to tell you what's on the front page except that it's in typical newspaper style. You can readily denote a balance between headlines, copy and photographic art. The "gossipy" Hollywood column at the extreme left adds punch to the front page makeup.

Looking through the paper, you'll note that Shea programs are conspicuously present, as they should be, yet do not dwarf the other contents. There are plenty of short, snappy items; a feature box here and there; photographs of Hollywood styles to please the feminine readers; a "letters to the editor" column in which the fans root or razz; an editorial column written by guest movie-star editorialists; a special feature by Alexander Woollcott; personal stories about the stars, and a cartoon feature on facts about Hollywood.

Note, as you go from page to page, that although there are several advertisements, the pages are so laid out that at no time does the reader sense that the ads are overshadowing the reading matter. The ads are evenly distributed throughout the publication; they are not bunched up on one page. Thus they are more apt to be noticed.

With a paper such as this for your guide (and we might also include *Cinemag, North End Observer* and *Grand Theatre News*) you should have little difficulty in turning out your own tabloid newspaper. It can even be smaller than those published by other exchange members. You can start out with only a four-page folder, if you wish, but as interest develops and merchants see the large coverage their ads will get, you'll surely find it necessary to increase the number of pages and perhaps the size.

Seek the advice of your local printer as far as general make-up goes. Although you may not know the first principles of page make-up, copies of *Movie Guide, Cinemag,* and other papers on your desk will aid you materially. Follow their styles. But once you get the paper going, we're sure you'll discover a keen interest on the part of the public—a greater interest than is sometimes the case with the cut-and-dried program.

It is our hope that members will consider the time and trouble Osterman has taken to see that they get copies of his paper, and that they will reciprocate the favor by sending him their programs. He'll probably find a lot of good ideas to inject in his *Movie Guide,* just as you'll get ideas from others.

Al Marks, manager of the Landis Theatre, Vineland, N. J., comes through with a tabloid-type newspaper. Al has just joined the Program Exchange, and it looks as though his publication will find favor among theatremen. It's printed by the off-set process, and in spite of its small, compact size, manages to include lots of news, art and advertisements. Special columns are written by the manager and members of his staff. The new type program has been in effect since only March 5. Up to date, it looks as though Marks is doing a fine piece of work. Like the other tabloid theatre publications, his will aid in establishing one for your theatre. Start exchanging with him now.

We want to thank Tom Pringle, another new member, for the material he has sent from Toronto, Canada. Tom gets out a nice little program, and for special events he issues attractive handbills and heralds. For one of his stunts, he gives out small discs, in which the receiver places a penny. When he has 17 discs filled with as many pennies, he brings them to the theatre for a special treat. We're always glad to hear from Canadian exhibitors, so get in touch with us often, Tom. And, members, see that his name is added to your list.

That's about all we have for this week. Next week we're going to tell you about another program from across the ocean. There'll also be other news of interest to members. So be on hand.

A Note From "Zaza"

For his engagement of "Zaza," Manager E. T. Arkin, of the Paramount Theatre, Chicago, distributed teaser cards, one of which carried a photo of Claudette Colbert in a dance costume, while the other carried the copy: "I'll be at Hammond 8168, Thursday, March 23. Give me a ring.—'Zaza'."

— Your Application Blank —

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....

New Members Added This Week

Tom Pringle, Ideal Theatre, Toronto, Canada.
Al Marks, Landis Theatre, Vineland, N. J.
T. G. Ehrsam, Theatre, Huntington Station, L. I.
Shelby McCallum, Benton Theatre, Benton, Ky.

Money Dates

JUNE

6th

NATHAN HALE, patriot, born 1755. He was the author of the phrase, "I regret that I have but one life to lay down for my country." Run an essay contest on whether his sacrifice was justified with awards of guest tickets to winners. This is a good time to play "Sons of Liberty" in which Nathan Hale is briefly portrayed.

8th

THEODORE ROOSEVELT creates the first conservation commission, 1908. This occasion provides a good buildup for animal shorts. Tie up with local Sportsmen's Association including fishing and gun clubs.

9th

JOHN HOWARD PAYNE, author of "Home, Sweet Home" born 1791. Stage a Community Sing with this song opening and closing the program. Tie up with music stores for an essay contest on the real significance of this event in American history.

10th

NATIONAL FLOWER SHUT-IN DAY. Sponsored by the Florists' Telegraph Delivery Association, c/o Brooke, Smith and French, Detroit. Admit any person bringing the equivalent of the admission price in flowers which you can give to local hospitals and shut-in institutions. Get the cooperation of the newspaper for this stunt, which can bring you an immense amount of goodwill. Start the ball rolling by giving a big bunch yourself.

Selling the Picture

Display of Patent Models

Department stores throughout the country are holding private exhibits of some thousands of original United States Government patent models ranging from 1807 to 1890, constituting a cross-section of American inventive genius and industrial development during the Nineteenth Century.

With the belief that such an exhibit may interest exhibitors for displays in their lounges, lobbies or mezzanine floors, we invite you to communicate with the Editor of Showmen's Trade Review, who will be glad to direct you to the proper source for obtaining full information as to the procedure in making an exhibit of this kind possible.

Col. Inaugurates Contest on "Angels Have Wings"

As an incentive to all theatre managers and advertising men to develop extraordinary and unusual campaigns in connection with the forthcoming picture, "Only Angels Have Wings", Columbia will offer $4,000 in prizes for the best of these campaigns, inclusive of advertising, publicity and exploitation.

The contest opens on May 25 and will continue for six months. The first prize will be $1,000 and there will be ten prizes of $300. A comittee of judges, to be announced later, each an expert in his field, will make the awards. These prizes are open to everyone and will be awarded strictly on the merits of the campaigns submitted, regardless of the sizes of the communities.

Campaigns do not necessarily have to be based upon material in the press book and development of original ideas is encouraged. All material should be directed to the Contest Committee, Columbia Pictures Corp., 729 Seventh Avenue, New York City. All material should be placed in books and if the nature of any part of the campaign is of such character that it can't be placed in a book, then photos should be submitted. Campaign books will not be returned to contestants; therefore, a duplicate of the material submitted should be kept by the sender.



Working Model Displayed

This Cedric Gibbons working model display on MGM's "Marie Antoinette" was used in the lobby of the Hawthorne Theatre, Newark, N. J., by Manager Robert Flex. It attracted much attention from patrons entering and leaving. Flex also exhibited a display of stills indicating the technical side of the film especially for students.

Morris Gives Some Sales Angles, Observations on Foreign Pictures

Some Patrons Afraid of Missing Action If They Read Titles, He States

WITH the slogan, "Distinctive films from home and abroad," the Uptown Theatre, Pasadena, Calif., presents to its patrons a foreign film presentation along with a domestic feature, according to Manager Walter Morris. Occasionally, if the feature from abroad is strong enough, Morris prefers to run it alone, along with a program of diversified short subjects.

For his exploitation, he contacts schools, foreign-speaking groups, music societies, PTA and the Better Films Association. Since his theatre does not cater to the masses, Morris feels that he is swinging more patronage his way by concentrating on a diversified, yet shorter program of one feature and short subjects. It's a job, he says, trying to "unsell the masses," but he is sure of success.

We'd like to pass along some of Walter's observations. When mention is made that the attraction is a foreign film, "prospects seem to retire with apprehension about the entertainment value." The explanation that English titles translate the action doesn't seem to influence patrons. Furthermore, many of them "are so lazy they won't even take the trouble to read the titles because 'we can't watch the picture (action), too'." The latter point, Walter declares, is comparable in a degree to those heard about the squeaky talkies when they were first introduced.

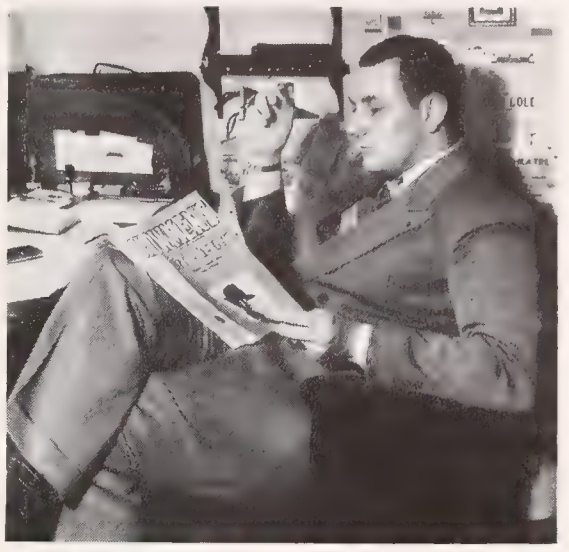
Reasons for Foreign Dialogue

Walter wonders why English dialogue isn't dubbed in, then answers his own question with the obvious answer that "a lot of patrons of the art theatres come to hear the actual dialogue to brush up on their native tongue or else to get help in their study of the language." However, he believes that dubbing in the dialogue might extend the appeal of foreign films to the masses.

The programs Walter distributes are as distinctive as the policy pursued in his theatre. Inside, he lists the current attractions, the program for the coming week and one or two coming attractions. There is also a special note about the Uptown's Acousticon hard-of-hearing aids. No matter what the situation, this seems to us to be a good idea for *any* program.

On the premise that the Uptown likes to please its patrons, Walter asks them a few questions, with lines imprinted on which they are to write their answers. His questions run, in this order: (1) What foreign language do you prefer in pictures? (2) What films would you like to see at the Uptown? (3) What newspapers do you read when seeking motion picture entertainment?

Perhaps there are other exhibitors in cultural centers who are using a foreign film policy in their theatres. If you are one of them, we should like to have your reactions to this policy, plus the methods you use in advertising and publicizing your attractions.



His Favorite Trade Paper

Pearce Parkhurst, manager of the State Theatre, Torrington, Conn., had this picture taken of himself while he was getting another idea on how to get more business for his theatre. Naturally, the source of his information is SHOWMEN'S TRADE REVIEW.

There is no telling but that the ideas of several different exhibitors, all taken together, will materially aid each individual. So let us hear from you. And thanks to you, Walter, for your unusually interesting report on the foreign film situation.

P. S. We nearly forgot to say that Walter issues special students' tickets, which admit them to any performance at a reduced rate. And that he also sends out a post card on which patrons designate what language and type of films they prefer. Almost any exhibitor, we believe, would be wise in conducting a survey of this kind. He's apt to learn a lot about the public's varied tastes he never knew before, and would thus be better guided in arranging his programs.

FOR BETTER SHOW SELLING
Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Broadway Serenade	April 1
Dark Victory	April 22
Flying Irishman	March 11
Gunga Din	Jan. 28
Hardys Ride High	April 22
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Idiot's Delight	Jan. 21
Jesse James	Jan. 21
King of the Turf	Feb. 25
Little Princess	Mar. 4
Made For Each Other	Feb. 18
Man of Conquest	April 29
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	March 18
Stand Up and Fight	Jan. 7
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Tail Spin	Feb. 4
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Topper Takes a Trip	Jan. 14
Union Pacific	This Issue
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Zenobia	Mar. 18

UNION PACIFIC

Cecil B. DeMille's Mightiest American Epic Was Made For America's Livewire Showmen

An STR Showmanalysis (REG. U. S. PAT. OFF.)

THE giant world premiere of Cecil B. DeMille's "Union Pacific" at Omaha, Nebr., is now history—but history, incidentally, which will be long remembered by the more than 250,000 folk who gathered there for the three-day "Golden Spike Festival." Certainly it was one of the most elaborate celebrations ever held anywhere, what with townsfolk, Union Pacific officials, Mr. DeMille and other Hollywood celebrities contributing to the festivities.

And certainly it would be difficult to conceive of any other film deserving such a premiere. For, as we listen to the comments of "Chick" Lewis who saw "Union Pacific", as we read the high praise bestowed on it by the trade press, we come to the realization that here indeed is a motion picture destined to be recorded as a full-fledged epic. Yes, many pictures have been termed epic, some of them rightfully so, others not. But it remained for DeMille to lend credence to the term, to make it actually mean something.

Therefore, on the entertainment score, you have nothing to worry about if you have "Union Pacific" dated. You have a gigantic film that's sure to thrill and entertain every man, woman and child who has the good fortune to see it. The only thing you need worry about is your obligation as a showman to give it an extensive advertising and exploitation campaign. You can't date it, and forget it. "Union Pacific" is too big for that. You've got to gather your entire staff, and map out a program of merchandising that will exceed any campaign you have attempted heretofore.

Thanks to the genius of Paramount's advertising and publicity department, the way has been paved for you. Ever since the film went into production, and during the times when screening of "rushes" indicated a top-ranking motion picture, the advertising and publicity forces have been working at full speed to effect national tieups, to arrange the memorable Omaha world premiere, to provide you with a wealth of selling ideas to help you get all the business it's possible to get on "Union Pacific." If paving the way means anything, Paramount has surely paved your way with gold if you are enough of a showman to take advantage of its suggestions.

The success of the Omaha premiere is your assurance that you can stage a similar celebration in your own community. It matters not whether the Union Pacific runs through your town. Chances are that you are served by railroads and that they have contributed in no small measure to the growth and development of the community. Therefore the celebration should be in honor of the railroads. Get the Mayor to issue a proclamation. Businessmen should be drafted to see that store fronts are decorated for the occasion, that all windows contain cards or other advertising matter calling attention to it. As far as decorations are concerned, the kind used would depend on the year the railroad was introduced in your town.

If you can get one of the old-fashioned engines, along with old wooden cars, dress them up and repeat the trip made by the train years ago. High officials of the city and of the railroad, plus newspapermen and radio announcers, if facilities permit, could occupy the cars on their run into your town. A band could be on hand at the station to welcome it, and the Mayor or perhaps an official of the State could deliver a few remarks from the rear platform.

At this point a parade could be formed to make a tour through the town and end in front of your theatre. You'll want to get all the autos, wagons, buggies, costumes, etc., in the parade that are representative of the days when the train made its first run. Cameramen should be on hand at the theatre to photograph the guests of honor and other celebrities just before they enter to attend your local premiere of "Union Pacific." Following the showing, a gay street dance or masquerade ball at one of the town's largest dance halls could be staged.

Here Are Your Cast and Credits

Mollie Monohan BARBARA STANWYCK
Jeff Butler .....JOEL M'CREA
Fiesta .....Akim Tamiroff
Dick Allen .....Robert Preston
Leach Overmile .....Lynne Overman
Sid Campeau .....Brian Donlevy
and thousands of others

A PARAMOUNT PICTURE. *Produced and directed by* CECIL B. DeMILLE. *Associate Producer,* WILLIAM H. PINE. *Screenplay by* WALTER DeLEON, C. GARDNER SULLIVAN *and* JESSE LASKY, JR. *Based on an Adaptation by* JACK CUNNINGHAM *of a Story by* ERNEST HAYCOX. *Musical Score by* GEORGE ANTHEIL.



What an impressive, flash marquee piece this fine illustration would make. With the aid of stills for blowing up your artist can fashion such a display. "Smoke" could come from the chimney, and a real spotlight could serve as the headlight.

Such a celebration as this should be the keynote of your campaign, but there is no gainsaying the fact that you should do plenty of selling in advance of this. Naturally there'll be a wealth of publicity on the celebration which will serve as publicity for the film, too. But in addition to this, other activities must be outlined and pursued. In your lobby or foyer you could place a replica of an old train, or perhaps a miniature model. Heightened with scenes of the forthcoming film, this display would attract attention for two or three weeks in advance of your opening.

Go "UP" in Your Teasers

Go in for teasers, too. Small ads illustrating an on-coming train, together with the copy, "It's on the way" could be the initial layouts. Follow these with copy to the effect that "UP is TOPS for entertainment,"—"UP is BIG in sweeping action,"—"UP is TOPS for thrills,"—"UP is EPOCHAL entertainment," etc. You realize, of course, that these teasers can be in the form of tack cards and placed in every possible location around town, and that as your playdate draws near, they can be sniped with this information. At train crossings, and at street intersections if you wish, signs can be posted carrying the copy, "Watch for 'Union Pacific'." You'll want to use teaser trailers on your screen in advance, too.

There is so much in the way of exploitation that can and should be done that one hardly knows where to begin. But regardless of where we begin in these pages, it is up to you to outline your campaign so that you will know just when and where every activity is to be carried out.

A model train contest would not be amiss, in our opinion. Just as some design model airplanes so do others design and build model trains. Even those who haven't pursued the hobby will be eager to begin once you announce your contest. For those who find it difficult to get the parts or fashion them for use on their model trains, it seems to us that the rules might be elastic enough to permit trains carved out of wood or made from cardboard to be entered in the competition. City and railroad officials could judge the models entered, and the winners could be displayed either in your lobby or in various show windows around town.

Giant Pre-Selling Campaign

You need have no worry about tieups. Paramount has gone ahead and made the arrangements. Yours is the job of following up. National ads in magazines like *Life*, *The American Weekly* (magazine section of many newspapers throughout the country), and several fan magazines, have made the public "Union Pacific"-conscious. The front page of the April 14 issue of *Young America* is devoted solely to the film.

Now look over these promotional angles, and make up your mind right now that you are going to take advantage of every one of them First, the Union Pacific railroad is tying in with a strong magazine campaign, special heralds, ads in their time-tables, special stickers and special window cards. Advertised via posters, car cards and the magazine itself, a nationwide contest is being conducted by *Screenplay*. Because of the fact that Lipton's Tea is co-operating, all the grocery stores in town will tie in with you. A giant tieup ad campaign, with giveaways at oil stations, standees and other kinds of advertising help have been prepared by Pennzoil.

Add to these Sunkist Oranges, Montgomery Ward's 584 stores, Western Union, Lux, Hamilton Watch Co., and many others explained in detail in the giant campaign book and you'll find you've got all the material you need for smashing exploitation.

Here's a stunt for your schools. Educational and Recreational Guides, Inc., have issued their *Study Guide* on "Union Pacific". In addition, they have prepared a folder which, when opened up, reveals a full page of stills from the film. Under each picture is a question concerning American history and the picture. Students are to answer the questions, and cut out the stills and place them in a notebook, the notebook to be turned in to you, the newspaper, or whoever sponsors the contest. Judges select the best notebook and forward it to New York to be entered in the national contest. The best notebook in this group wins for its owner an all-expense trip to Hollywood. This is a sure way of getting cooperation from educators, so don't overlook it.

A screening might be held for Railroad Brotherhood groups either in your theatre or if facilities permit, in a parlor car stationed on a siding at the depot. Arrange to have panels in the local station.

When your opening day rolls around, see that your doorman is attired as an engineer or conductor. Out in front you could have a sidewalk barker, costumed as a conductor, waving his lantern and shouting, "All aboard! 'Union Pacific' leaving at (time of next show)". He could spiel about the attraction in train-caller style. A train-effect record might be played and amplified to attract passers-by. A locomotive bell could be placed outside and rung by an attendant.

An Idea for Marquee Flash

At the bottom of the opposite page is a swell idea for a marquee flash. From your exchange you can probably obtain the necessary stills, have them blown up, and then cut out. Your house artist can take care of this. Just above the entrances and the box office you could have a shadow box, with an electrically-controlled toy train running the full-length of the display, on around behind it, and back across the front again. Die-cut hangers in the shape of trains could be suspended from the marquee.

In advance, and during the run of "Union Pacific", an auto designed to resemble a locomotive could cruise around the downtown section. Between the playing of recorded railroad songs, an announcer could spiel about the picture.

An ample line of accessories has been prepared, including posters, 40x60's, lobby photos, stills, heralds, standees, etc.

Go the Limit in Selling It

We've told you about the bigness of "Union Pacific." We've given you several ideas to incorporate in your campaign. We've urged you to go the limit in selling this great picture. Naturally, in these two pages we have been confined to only a fraction of the many stunts that can be staged. But we know that with this Showmanalysis, that with the fine work Paramount has done to assure you a record-breaking engagement, you will certainly realize that goal. We can't say definitely that you will—we base our prediction on your ability as a live-wire showman.



Take Advantage of these National Tieups

Paramount has gone the limit in arranging national tieups for you. Above are just a few of them. At left is one of the ads Pennzoil is running in 119 newspapers; At the top, center, is a one-sheet poster on Lipton's Tea. In the upper right-hand corner is an ad in Union Pacific time tables. At the bottom, center, is the Lux ad, and at the extreme right, bottom, is the Sunkist special poster. There are many more.



These Three's Are Terrific

One would expect the larger posters to be breath-taking in their vivid coloring, which they are; but even the 3-sheets, shown above, and smaller posters, have the same seat-selling qualities. You'll be wise if you start your posting early.

"A BOX-OFFICE SMASH THAT JUST CAN'T MISS!"

JACK HARROWER, *FILM DAILY*

"Compares favorably with leading pictures of any studio."

— Motion Picture Herald

★

"Monogram has followed 'Boy of the Streets' with a topper."

— Hollywood Reporter

★

"Exhibitors can start boasting about it now."

— Motion Picture Daily

★

"Highly exploitable for good returns."

— Jay Emanuel Publications

★





JACKIE COOPER

AND

MARTIN SPELLMAN

IN

"STREETS OF NEW YORK"

WITH

MARJORIE REYNOLDS
DICK PURCELL

Directed by WILLIAM NIGH

Screenplay and original story by ROBERT D. ANDREWS

BIG KEY CITY FIRST RUNS SET

GLOBE, NEW YORK
STANTON, PHILADELPHIA
LOEW'S, LOUISVILLE
HIPPODROME, BALTIMORE
QUEEN, GALVESTON
STRAND, AKRON
PALMS-STATE, DETROIT
LOEW'S, ST. LOUIS
MIDLAND, KANSAS CITY
RITZ, ALBANY
LOEW'S, INDIANAPOLIS

AND MANY MORE

A MONOGRAM PICTURE

MONOGRAM PICTURES

Suggestions For That Anniversary Celebration

STR Provides Pointers For Observing Birthday In Fitting, Proper Style

SERVICE to its readers is something about which STR seldom "toots its horn." We believe requests for helps on exploitation and theatre operation from exhibitors who make this magazine their weekly guide to better showmanship deserve as much consideration and help as it is within our power to give. We never think of boasting about this. We simply take it as part of our service to the exhibitor who reads STR.

An example is contained in the fact that recently an exhibitor (one of many) wrote us seeking some ideas for a "Better Than Ever" Anniversary Week. In our reply to him, we stated that although our tips and suggestions might not be the very latest, still they were tried and proven exploitation ideas. From then on our suggestions went as follows:

Promotional Tieups

"Promotionally, you might get several merchants to tie up with you whereby housewives vie with each other in the baking of an anniversary cake, the final judging to take place on the mezzanine or in the foyer of your theatre. A requirement would be that contestants must purchase their ingredients from the participating merchants and must also submit recipes with the cakes. Merchants could furnish tie-up windows and cooperative newspaper ads. Furthermore, extra publicity space certainly should be forthcoming from the newspaper.

"In keeping with the anniversary spirit, congratulatory cards with free guest tickets could be sent to couples celebrating wedding anniversaries, birthdays, graduates, new babies, etc. You'll have to keep in touch with the newspaper's society editor for this data. Local merchants might, through newspaper ads, offer gifts to those celebrating anniversaries the same week as yours.

"You may be able to get the newspaper's advertising manager to help you in rounding up merchants for a full-page congratulatory ad, the merchants to be credited at the bottom of the ad. Similarly, the same stunt might be worked for your house organ, provided you issue one.

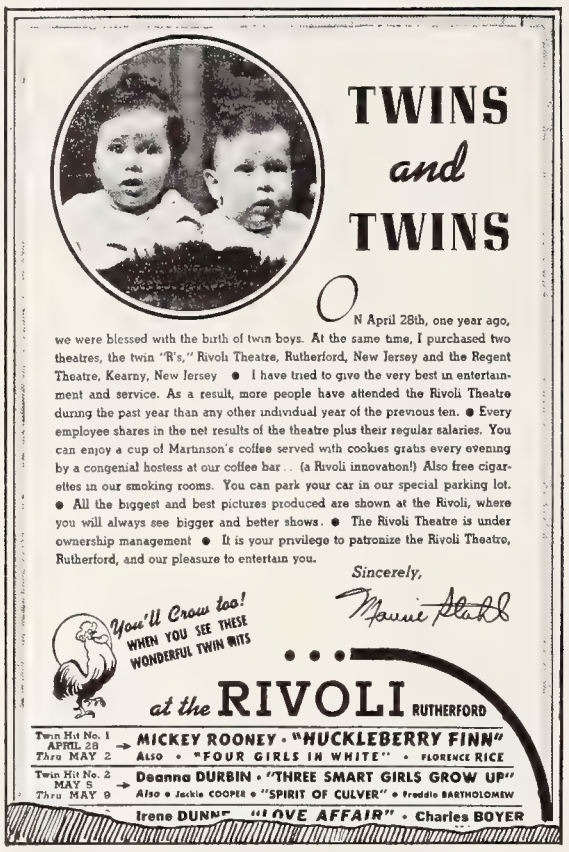
Don't Forget a Parade

"As you know, parades attract a lot of attention. Planning one, of course, entails a lot of hard work; but when it's over you really feel you've done something worthwhile. It is imperative that you get the high school band, or some other band, to lead the parade along with a motorcycle police escort. A group of prettily costumed girls could carry banners featuring the attractions to be played during anniversary week. Or one line of girls could carry the letters making up the word 'better,' another line the letters making up 'than,' another line the letters making up the word 'ever,' and the last line carrying a large banner reading 'Anniversary Week, Blank Theatre, date, etc.' Automobiles might be promoted from auto agencies to be bannered for use in the parade. Floats are always attractive if you have the means of devising and decorating them. Merchants might want to be represented in the procession.

"In the window of every merchant in town there should be cards calling attention not only to your anniversary, but also to their years of service to the public.

"You will run a trailer in advance, of course, on which your celebration and the attractions to be played will be featured. An advance lobby display could consist of a cut-out 'birthday cake', with cards and stills featuring the week's attractions. During the week of the celebration, it would be a good idea to have a large 'birthday cake' either in the center, front of the marquee, or at each end. Cut-out letters could be placed over the 'cake', and the flame on each candle could be simulated with a candle-flame electric light bulb. By using the air-brush method, your artist could make the birthday cake the background motif for all your displays."

These suggestions, we admit, only begin to touch the surface. But we believe they serve to get the man to whom they were directed started on the right track. If there are any problems puzzling you, too, why not write us? We don't claim to be infallible or "the last word", but we'll give you as good a group of suggestions as possible, based on actual experience with theatre exploitation.



Twins Anniversary Keynote

If, like Maurie Stahl, owner of the Rivoli, Rutherford, N. J., and the Regent, Kearny, N. J., you had acquired two theatres, the twin "R's", and at the same time had been blessed with twins, you'd make twins the keynote of your anniversary celebration, wouldn't you? Well, that's what Maurie did, with the aid of George Patterson, manager of the Rivoli. You may not have twins, but if you have an anniversary coming up along with some fine 2-feature shows, well—there are your twins.

City-Wide Celebration

To offset the customary Holy Week slump, plans for a city-wide celebration of the first anniversary of Schine's Vernon Theatre in Mt. Vernon, Ohio, were drafted by Manager Jim Platt. The affair was one of the most comprehensive in the city's history, and the week's program was "loaded" with special events, give-aways and merchant tieups.

Showmen's Parade

Fox Midwest Theatres has made a number of managerial changes. Announced by ELMER RHODEN, district manager they are as follows: STANLEY CHAMBERS has resigned as manager of the Tower; MORRILL MOORE has been appointed manager of the Apollo and Isis in Kansas City, replacing FRANK RITTER who took CHAMBERS' place at the Tower; MOORE, who piloted the Warwick, is replaced by GLEN CARROLL who left the Rockhill; his place is taken by RALPH WALLACE of the Vista who is in turn replaced by OWEN HITCHLER; CHARLES BARNES takes HITCHLER'S spot coming from the Linwood; BARNES' former post at the Uptown is filled by HENRY ROSICK who was assistant manager of the Tower. PAUL REINKE of the Brookside and DAVE HAVELONE of the Madrid exchanged places.

S. H. MEINHOLD of Loew's New York Theatres announces a number of transfers and promotions: WALTER MOCK, formerly assistant manager of the Kameo in Brooklyn, has been promoted to manager of the Canal; he replaces MARTIN WALDMAN who moves to the Burland where he succeeds EDWARD CRAWFORD who has been appointed manager of the new Olympia; JOHN O'CONNOR, assistant at the Astoria, takes MOCK'S post at the Kameo; he is succeeded by PAUL SWATER, who was chief usher at the Prospect. GEORGE KIRBY, manager of the Elsmere and BEN NEWMAN, manager of the Rio, have exchanged posts.

Following closely in the wake of managerial changes in Columbus, RKO also announces changes among the junior executives there. LAWRENCE D. CAPLANA has been made assistant manager of the Palace, replacing LYLE C. GANN. The latter left to join Fox-Midwest in Kansas City. NOEL BAKER, treasurer at the Palace, was promoted to CAPLANA'S place as assistant at the Grand. BAKER was replaced by JOHN R. FRY, who was treasurer of the Majestic. The latter post is filled by WALTER SHOTT, Jr.

ROBERT E. ARMSTRONG has been named director of advertising and publicity for the Chakeres Warner Circuit in Springfield, O. He was formerly with Jensen-Von Herberg in Seattle in the same capacity.

"Young in Heart" Gets Plug Via Dog Show Staged by Scanlon

Perhaps it has been used in a theatre before, and perhaps it has not. That makes little difference to Manager John J. Scanlon, of the Warner Theatre, Torrington, Conn., because his Dog Show staged in connection with the engagement of "The Young in Heart" was a big success.

The canine attraction was held at the theatre, with Mayor William A. Patten present to present a silver trophy to the winner. About 57 dogs were entered in the competition, and patrons came for miles around to see the judging. The newspapers cooperated by publishing stories, along with scene cuts, about a week in advance of the event and continuing the publicity until after the winning canine had been announced.

Because of the enthusiastic reception, Scanlon plans to hold a Dog Show annually. To exhibitors who haven't yet tried this stunt, we think they should take stock in the success of Scanlon's achievement.

Special Edition Announces Free Trips to N. Y. Fair

A 24-page tabloid newspaper, said to be the largest special edition ever published in Mt. Vernon, Ohio, was distributed recently by Schine's Vernon Theatre to ten thousand homes. Publication of this special *Free Tour News* edition was under the supervision of Kroger Babb, Schine's director of advertising and publicity, James Platt, manager of the Vernon Theatre, and Ronald Sturgess, manager of Schine's Vine Theatre.

Carried in the edition were advertisements of 25 leading merchants, in addition to more than 20 scenes from forthcoming pictures and considerable art on the New York World's Fair. Announcement and the details of the ten free all-expense World's Fair tours for Vernon Theatre patrons were also given.

Basically, the free tour plan works this way: Patrons, during a 10-week period, will receive a tour coupon free with each 25c unit of their cash purchases or payments on accounts in the stores of cooperating merchants.

Then they will attend the Vernon every Thursday evening, where they will deposit the stubs from their coupons in a specially provided container. At 9 P.M. the winning coupon will be announced. At the end of the ten weeks the ten lucky winners will embark on their trip to the Fair.

Congratulations to Babb, Platt and Sturgess on their smart showmanship. Their stunt, for which the merchants are underwriting the expenses, can be used in almost any other vicinity, too. How about trying it in *your* town?

The Fair is on the tip of everyone's tongue, all over the country. Cash in on it.

10 RKO Managers Win Prizes In Contest for "Grand Illusion"

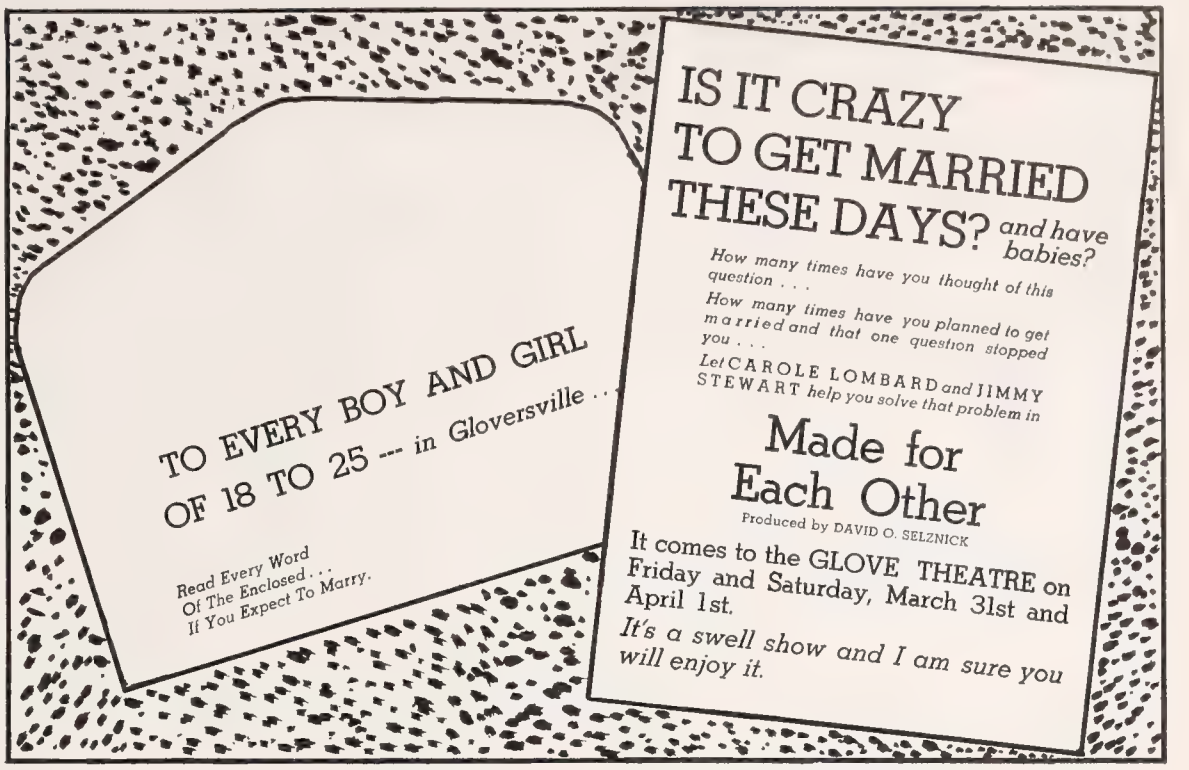
Ten managers of RKO theatres were awarded prizes for the best campaigns on "Grand Illusion", World Pictures' release of the French-made success. First prize was divided between Ansel Weinstein, 58th Street and S. Wexe, of the Dyker Theatre, Brooklyn. Second prize was also split with John Hearns of Yonkers and John Heintz of the Alden, Jamaica, sharing it. Kenneth Rockwell of the Colonial Theatre won third prize.

Honorable mention was awarded to the following: George Dunn, 81st Street; Joseph di Lorenzo, New Rochelle; Dave Whyte, Richmond Hill; Leon Kelmer, Kenmore; Sam Taub, Franklin.



Newspaper Photographs Display

This advance lobby display on MGM's "Huckleberry Finn," devised by Jack Sanson, manager of the State Theatre, Manchester, Conn., attracted enough attention to cause the editor of the local newspaper to have his staff photographer drop around and take a picture.



Boucher and Showmanship 'Made For Each Other'

Envelopes containing a message "to every boy and girl of 18 to 25," were distributed by Manager Frank Boucher in behalf of the engagement of Selznick-United Artists' "Made For Each Other" at the Glove Theatre, Gloversville, N. Y. Frank used the same formula in one of his newspaper ads, also tied up with a local department store with a cooperative ad and window display using the title as "our theme for a well-dressed Spring."

There's a Place Higher Up For the Man Who Advances Practical, Tested Ideas

(Editor's note: We want to express our thanks to the staff of the Exploitation Bulletin, *organ of the Warner Chicago Theatres, for the material inspiring this article.)*

Here's a potent message to that great army of assistant managers, chiefs of service, ushers, etc. You young men, for the most part, will some day step into the shoes of your superiors. Meanwhile you must get experience, learn to know how the theatre operates, what type of picture pleases the most people, how to merchandise your attractions and your theatre, the operation of various kinds of equipment, the problems in booking, etc. By being mentally alert and on the job, you will be preparing yourself for that day when the head man says: "Jones, because of the fine way in which you've 'taken hold' here, the manner in which you've conducted yourself, and the eagerness you've displayed in wanting to know all there is to know about this business, you are being promoted to the post of manager."

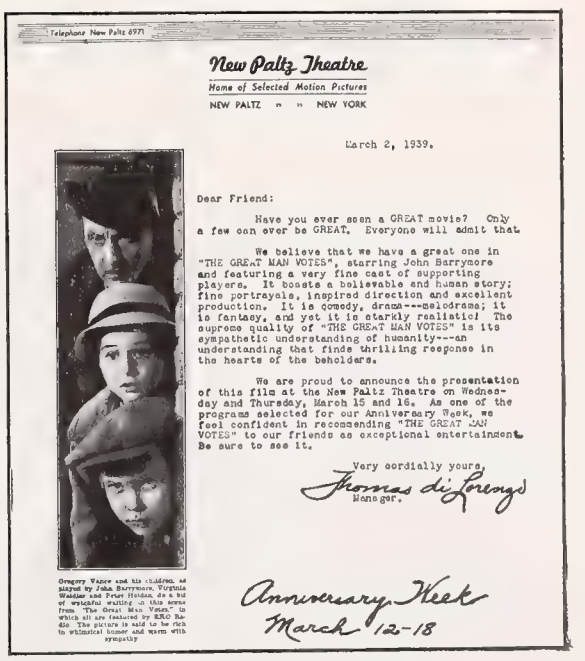
No more pleasant words could reach the ears of a theatre staff member. He knows he has been alert to discover improved methods of handling problems that deal with patrons, of systematizing operations, or of applying principles used in other businesses. He knows that a workable idea is one of the most valuable assets in the show business.

And yet, he has been cautious. Never has he advanced an idea without completely analyzing and digesting it before springing it. Always he has tested it for any possible weaknesses. Carefully has he weighed its advantages, and he has also ascertained whether or not the idea was tried before and found lacking in productive values. When it has come to him in vague form, he has thought it over, tested it, subjected it to a searching scrutiny.

He has not hesitated to advance it simply because it had some slight flaw in it. Occasionally, when a superior turned his searchlight of experience on it, the idea has been found impractical. Yet this has never discouraged our ambitious young man. He has been constantly on the alert to develop new ideas, and now his reward has come in the form of a promotion.

This very magazine, along with other trade papers, may be the means of helping you develop thoughts for ideas. Read them constantly. It might be best to write your idea down, during which procedure others may suggest themselves. Simply write it in the form it occurred to you. Then, after studying and reading it over, you can make any additions or deletions that are necessary to make it workable.

If you have good ideas and develop them properly, there's a place higher up for you in the exhibition of motion pictures. Often the simplest ideas are the most profitable.


Telephone New Paltz 6971

New Paltz Theatre
Home of Selected Motion Pictures
NEW PALTZ " " NEW YORK

March 2, 1939.

Dear Friend:

Have you ever seen a GREAT movie? Only a few can ever be GREAT. Everyone will admit that.

We believe that we have a great one in "THE GREAT MAN VOTES", starring John Barrymore and featuring a very fine cast of supporting players. It boasts a believable and human story; fine portrayals, inspired direction and excellent production. It is comedy, drama---melodrama; it is fantasy, and yet it is starkly realistic! The supreme quality of "THE GREAT MAN VOTES" is its sympathetic understanding of humanity---an understanding that finds thrilling response in the hearts of the beholders.

We are proud to announce the presentation of this film at the New Paltz Theatre on Wednesday and Thursday, March 15 and 16. As one of the programs selected for our Anniversary Week, we feel confident in recommending "THE GREAT MAN VOTES" to our friends as exceptional entertainment. Be sure to see it.

Very cordially yours,
Thomas di Lorenzo
Manager.

Gregory Vance and his children, as played by John Barrymore, Virginia Weidler and Peter Holden, do a bit of wishful wishing on this scene from "The Great Man Votes," in which all are featured by RKO Radio. The picture is said to be rich in whimsical humor and warm with sympathy

Anniversary Week
March 12-18

Straight to the Patron

When a picture goes straight to the heart, it deserves a selling approach that goes direct to the patron. Thus, the personal letter from Manager Thomas di Lorenzo to citizens of New Paltz, N. Y., on the showing of RKO Radio's "The Great Man Votes".

The Box Office Slant

Blue Montana Skies

(Continued from page 25)

Walter Shrum and his Colorado Hillbillies, others. Screenplay by Gerald Geraghty from an original story by Norman S. Hall and Paul Franklin. Directed by B. Reeves Eason. Associate Producer, Harry Grey.

Plot: Autry, making his regular trip into the Canadian Northwest to sell cattle, runs into a smuggling situation and finds his pal, Marshall, murdered. He traces the smugglers to June Storey's ranch and finds that her ranch partner, Woods, is the head of a fur-smuggling racket without June's knowledge. He also learns that Woods is responsible for Marshall's murder. With the help of Smiley, he succeeds in rounding up the gang.

SUMMARY: Perhaps this should be labeled a North-Western, since the action takes place near the Canadian border. Irrespective of that, however, it's satisfactory Autry fare, and full of the ingredients Autry fans have come to expect from their favorite. The hombres have discarded cattle rustling to go into bigger things which, in this case, turns out to be fur-smuggling. Although there's slightly less action than usual, this picture manages to move along at an entertaining clip, with interest being heightened by Gene's singing, the music of Walter Shrum and his Colorado Hillbillies, and the comedy of Smiley Burnette. Nor can the beauty of June Storey be overlooked; she's the loveliest of reasons for any man to go West. That's our Storey, and we'll stick to her. If you've been playing the other Autry vehicles, then you know where to date this one for best results at the box office. It won't disappoint. Good use of newspaper advertising, plus the utilization of Gene Autry national tieups, should form the nucleus of your exploitation.

Catchline: "Thrill as Gene smashes a dangerous gang of smugglers." **(FAMILY)**

Star Reporter

Monogram Drama 62 mins.

Fearless Newsman Exposes Murderer In A Familiar Film Plot; Action Holds Interest

(National Release Date, Feb. 22)

Cast: Warren Hull, Marsha Hunt, Morgan Wallace, Clay Clement, Wallis Clark, Virginia Howell. Screenplay by John T. Neville. Directed by Howard Bretherton.

Plot: Warren Hull supports Wallis Clark, his prospective father-in-law, for election as District Attorney, but breaks with him and has a falling-out with Marsha Hunt when Clark reduces the charge of murder to that of manslaughter against Morgan Wallace. Clark does this because it is revealed to him that the murderer is Hull's own father, who deserted his mother before the reporter was born. Meantime, Marsha tries to get a confession by Wallace and in so doing a man is accidentally killed as Wallace and Marsha struggle for possession of a pistol. Marsha is accused of the killing, and Hull forces Wallace to write a confession freeing Marsha. Wallace is killed by police as he tries to escape, leaving Marsha and Hull happily reunited.

SUMMARY: A story told many times with variations, this is not a drama to create excitement, but it is sound melodrama and holds its fair share of interest by reason of good action and substantial production and acting by Warren Hull, Marsha Hunt and others. As a supporting number on a dual bill it will satisfy average audiences. Play it up as modern drama in which a crusading newspaper man daringly risks his life and his own good name to bring a murderer to justice. Display newspaper theme in lobbies, heralds and stunts. Headlines surrounding posters, newspaper tieup for essays on "why I'd like to be a reporter," etc.

Catchline: "A screen scoop brings you a story bristling with thrills, mystery and love." **(FAMILY)**

Escape From Yesterday

(French Dialogue, English Titles)

Hoffberg Drama 89 mins.

Duvivier's Splendid Direction, Gabin's Virile Performance, Make This Suspenseful Film

(National Release Date, May 2)

Cast: Jean Gabin, Annabella, Robert le Vigan, Aimos, Pierre Renoir, Charles Granval, Margo Lion, Gaston Modot, Castro Blanco, Robert Ozanne, Vivianne Romance, Little Jacky. Story by Julien Duvivier. Directed by Julien Duvivier.

Plot: Gabin, a Paris criminal hiding from the police in Barcelona, is driven by hunger and desperation to join the Spanish Legion. He meets le Vigan, whom he suspects of being a police spy. To get away from le Vigan, Gabin asks for a transfer, and is sent to Morocco. There he meets Annabelle, a dancing girl, falls in love and marries her. Again le Vigan appears on the scene and becomes enamored of Gabin's wife. Gabin confides in Annabella his suspicions of le Vigan, and later has those suspicions verified. The two men quarrel, but when their personal drama reaches its highest point, the two, along with others, are assigned to a dangerous outpost. Annabella gives Gabin a piece of gold to take with him. At the isolated fortress, the men fight the enemy desperately, but are overwhelmed. Only Gabin and le Vigan survive. They become friends. Just as relief comes to them, Gabin is killed. Le Vigan returns to Morocco, and there gives Annabella the piece of gold Gabin had promised to keep as long as he lived.

SUMMARY: Although theatres in this country playing this film will bill Annabella as the star, it belongs solely to Jean Gabin. He is the chief interest of this vivid romantic adventure, with Annabella playing a secondary role. As a criminal involved in a psychologically developed manhunt stretching from Paris to the North African desert, Gabin is excellent. He reminds one of our own Spencer Tracy. Under a black wig and dark grease paint, Annabella will prove just as attractive and seductive as ever to many of her American admirers. But it is the technique of Duvivier, his mastery of the camera in making it record a story any average intelligent person can quickly grasp whether he understands the dialogue or not, that makes "Escape From Yesterday" the suspenseful, powerful entertainment it is. With Annabella receiving top billing, exhibitors may as well take a chance on this film for a companion feature as on many others which are less superior. Your experience with foreign films, and your knowledge of your own situation, should guide you in booking or rejecting it. Sell it as a vivid adventure drama of a sharply etched personality and a fascinating story of a manhunt. Conduct a contest in which readers tell whether they prefer Annabella as a dark, Moroccan dancing girl or as herself.

OUTSTANDING: Jean Gabin; Julien Duvivier's direction.

Catchline: "From gay Paris to the hot, dry African desert he could not escape the law's relentless pursuit." **(ADULTS)**





Two Stunts That Had All Waco Talking

Two stunts that made the folks of Waco, Texas, wake up and take notice of Universal's "Three Smart Girls Grow Up" at the Waco Theatre consisted of (1) having three girls walk around the business section carrying umbrellas bearing ad copy and (2) placing a giant cut-out head of Deanna Durbin in the window of one of Waco's busiest drug stores. The stunts, engineered by Rex Bedoin, advertising manager, kept the Waco's cashier busy, merrily punching tickets.

Weird Atmosphere Is Created For Selette's "Horror" Program

A striking campaign on the "Frankenstein"-"Dracula" combination was put over recently by Eddie Selette, Manager of the Warners' Albany Theatre, Albany, N. Y.

First, he made a tieup of heralds and bags with merchants, as well as window displays of green candy and bakery goods. Green bulbs were placed around the theatre, both inside and out. Hanging from the marquee, and along the walls of the lobby were cardboard skeletons. First aid supplies were displayed in a glass showcase. A "screaming" record was played which sent chills up and down the spines of prospective patrons.

On the sidewalk in front of the theatre, Selette placed an operating table and dummy. Two dummies in skeleton outfits were on each side of the box office. For street ballyhoo he used a boy dressed as a skeleton. The entire staff of ushers and cashiers were attired as internes, while across the lobby were suspended illuminated skull masks. At nighttime green flares were burned on the sidewalk curb.


GIVE TODAY—BUILD FOR TOMORROW
THE GREATER NEW YORK FUND
1939 APPEAL
TO BUSINESS AND EMPLOYEE GROUPS ON BEHALF OF
380
VOLUNTARY
HEALTH AND WELFARE AGENCIES
APRIL 17 to MAY 31, 1939

WEEKLY STUDIO CHECK-UP

Any picture on which Advance Dope has been published is followed by an asterisk (*). Consult the booking guide for dates on which Advance Dope appeared.

[This Week: In Production—47; Being Edited—68]
[Last Week: In Production—48; Being Edited—68]

COLUMBIA

Being Edited

ONLY ANGELS HAVE WINGS*

MISSING DAUGHTERS*

HIDDEN POWER
Jack Holt, Gertrude Michael. Directed by Lew Collins. Produced by Larry Darmour.

ARIZONA COWBOY (W)

MAN FROM SUNDOWN (W)
Charles Starrett, Iris Meredith. Directed by Sam Nelson.

In Production (1938-39)

GOOD GIRLS GO TO PARIS
Melvyn Douglas, Joan Blondell. Directed by Alexander Hall.

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

PARENTS ON TRIAL
Jean Parker, Johnny Downs. Directed by Hans Schwartz.

COAST GUARD
Randolph Scott, Ralph Bellamy. Directed by Edward Ludwig.

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

LADY TAKES A CHANCE*

In Production

MIRACLE OF MAIN STREET
with Margo. Directed by Steve Sekely.

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

GOODBYE MR. CHIPS*

TARZAN*

BRIDAL SUITE*

TELL NO TALES*

6,000 ENEMIES*

MAIZIE WAS A LADY*

Being Edited (1939-40)

WIZARD OF OZ (Tech.)*

In Production (1939-40)

GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

ON BORROWED TIME*

THE WOMEN
Norma Shearer, Joan Crawford, Rosalind Russell. Directed by George Cukor.

ANDY HARDY GETS SPRING FEVER*

STRONGER THAN DESIRE
Virginia Bruce, Walter Pidgeon. Directed by Leslie Fenton.

LADY OF THE TROPICS
Robert Taylor, Hedy Lamarr. Directed by Jack Conway.

MONOGRAM

Being Edited

WOLF CALL*

DOWN THE WYOMING TRAIL (W)*

ACROSS THE PLAINS*

In Production

GIRL FROM NOWHERE*

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*

HOTEL IMPERIAL*

UNMARRIED*

UNDERCOVER DOCTOR*

GRAND JURY SECRETS*

MAN ABOUT TOWN*

INVITATION TO HAPPINESS*

GRACIE ALLEN MURDER CASE*

SOME LIKE IT HOT*

MAGNIFICENT FRAUD*

BULLDOG DRUMMOND'S BRIDE*

ISLAND OF LOST MEN*

MILLION DOLLAR LEGS*

Being Edited (1939-40)

BEAU GESTE*

LAWFUL OUTLAWS (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman.

WHAT A LIFE*

In Production (1939-40)

HEAVEN ON A SHOESTRING
Pat O'Brien, Olympe Bradna. Directed by Lewis Milestone.

CAT AND THE CANARY*

THE STAR MAKER*

RULER OF THE SEAS
Doug Fairbanks, Jr., Margaret Lockwood. Produced and directed by Frank Lloyd.

HOMEWORK
Mary Boland, Charles Ruggles. Directed by George Archainbaud.

OUR LEADING CITIZEN
Bob Burns, Susan Hayward. Directed by Alfred Santell.

GERONIMO*

GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

DISPUTED PASSAGE
Dorothy Lamour, Akim Tamiroff. Directed by Frank Borzage.

RKO-RADIO

Being Edited

PANAMA LADY*

GIRL FROM MEXICO*

FIVE CAME BACK*

THE DOVE*

In Production

LITTLE MOTHER*

CAREER*

MEMORY OF LOVE
Carole Lombard, Kay Francis, Cary Grant, Charles Coburn. Directed by John Cromwell.

WAY DOWN SOUTH
Bob Breen. Directed by Bernard Vorhaus. Produced by Sol Lesser.

REPUBLIC

Being Edited

ZERO HOUR*

SOUTHWARD HO*

TIDAL WAVE*

REPUBLIC (Cont.)

In Production

MOUNTAIN RHYTHM*

STAND UP AND SING
Ralph Byrd, Bruce Cabot, Tommy Ryan. Directed by Arthur Lubin.

ROAD TO ELDORADO (W)
Roy Rogers, Mary Hart. Directed by Joe Kane.

20th CENTURY-FOX

Being Edited (1938-39)

WHITE LADY OF THE ORIENT*

SUSANNAH OF THE MOUNTIES*

NEWS IS MADE AT NIGHT*

CHARLIE CHAN IN RENO*

THE GORILLA*

BOY FRIEND*

YOUNG MR. LINCOLN*

IT COULD HAPPEN TO YOU*

Being Edited (1939-40)

STANLEY AND LIVINGSTONE*

EAST SIDE, WEST SIDE
Amanda Duff, Kane Richmond. Directed by Ricardo Cortez.

In Production (1938-39)

SECOND FIDDLE*

In Production (1939-40)

HOTEL FOR WOMEN
Elsa Maxwell. Directed by Gregory Ratoff.

JONES FAMILY AT THE GRAND CANYON
Jed Prouty, Spring Byington and the Jones Family. Directed by Malcolm St. Clair.

CHARLIE CHAN AT TREASURE ISLAND
Sidney Toler, Sen Yung. Directed by Norman Foster.

THE RAINS CAME
Myrna Loy, Tyrone Power, George Brent. Directed by Clarence Brown.

UNITED ARTISTS

Being Edited

MAN IN THE IRON MASK*

In Production

MUSIC SCHOOL
Jascha Heifetz, Joel McCrea. Produced by Samuel Goldwyn. Directed by Archie Mayo.

WINTER CARNIVAL
Richard Carlson, Ann Sheridan. Directed by Charles F. Riesner. Produced by Walter Wanger.

REAL GLORY
Gary Cooper, Andrea Leeds, David Niven, Reginald Owen. Directed by Henry Hathaway. Produced by Samuel Goldwyn.

UNIVERSAL

Being Edited

EX-CHAMP
Victor McLaglen, Nan Grey. Directed by Phil Rosen.

THEY ASKED FOR IT*

HOUSE OF FEAR*

In Production (1938-39)

THE SUN NEVER SETS
Doug Fairbanks, Jr., Virginia Field. Produced and directed by Rowland V. Lee.

INSIDE INFORMATION
June Lang, Dick Foran. Directed by Harold Young.

In Production (1939-40)

OLD GRAD*

IN OLD CALIFORNIA
Richard Arlen, Constance Moore. Directed by Christy Cabanne.

WARNER BROTHERS

Being Edited (1938-39)

NAUGHTY BUT NICE*

KID FROM KOKOMO*

CODE OF THE SECRET SERVICE*

SWEEPSTAKES WINNER*

HELL'S KITCHEN*

DEVIL ON WHEELS*

NANCY DREW, TROUBLE SHOOTER*

EACH DAWN I DIE*

FAMILY AFFAIR*

GANTRY THE GREAT*

WATERFRONT*

ENEMY AGENT*

GIVE ME A CHILD*

LIGHTHORSE HARRY*

Being Edited (1939-40)

BATTLE OF CITY HALL*

In Production (1938-39)

HOBBY FAMILY*

In Production (1939-40)

OLD MAID*

DUST BE MY DESTINY
John Garfield, Jane Bryan. Directed by Lewis Seiler.

NOT WANTED
Gloria Dickson, Dennis Morgan. Directed by Terry Morse.

TORCHY—DEAD OR ALIVE
Jane Wyman, Tom Kennedy. Directed by Noel Smith.

NANCY DREW AND THE HIDDEN STAIRCASE
Bonita Granville, Frankie Thomas. Directed by William Clemens.

COMPLETE CHECK-UP ON ALL PRODUCT

HERE is a list of all companies' programs including the number of pictures sold, those released and completed, being edited and in production. In the case of some companies they are unable to state whether certain pictures in production will be released on the 1938-39 or 1939-40 programs. For casts and credits consult the booking guide.

Major Companies

COLUMBIA

1938-39

Sold 40 features, 15 Westerns.
Delivered 22 features, 12 Westerns.

RELEASED

Crime Takes a Holiday
Flight to Fame
Little Adventuress
Adventure In Sahara
Blondie
*Terror of Tiny Town
Smashing the Spy Ring
Homicide Bureau
Lone Wolf Spy Hunt
There's That Woman Again
Strange Case of Dr. Meade
You Can't Take It With You
North of Shanghai
My Son Is a Criminal
Let Us Live
Blondie Meets the Boss
Whispering Enemies
Romance of the Redwoods
Lady and the Mob
First Offenders
Outside These Walls
Blind Alley
Only Angels Have Wings
West of the Santa Fe (W)
Law of the Texan (W)
In Early Arizona (W)
Rio Grande (W)
California Frontier (W)
The Thundering West (W)
Frontiers of '49 (W)
Texas Stampede (W)
Lone Star Pioneers (W)
North of the Yukon (W)
Law Comes to Texas (W)
Oklahoma Trail (W)

** Special Release*

BEING EDITED

Missing Daughters
Arizona Cowboy (W)
Only Angels Have Wings
Hidden Power
Man From Sundown (W)

IN PRODUCTION

Good Girls Go to Paris
Golden Boy
Coast Guard
Parents On Trial

1939-40

Selling 40 features, 15 Westerns.

IN PRODUCTION

Mr. Smith Goes to Washington

METRO-GOLDWYN-MAYER

1938-39

Sold 52 features.
Delivered 36 features.

RELEASED

901 Three Loves Has Nancy
902 Boys Town
903 Too Hot to Handle
904 Listen, Darling
905 Vacation From Love
906 Stablemates
907 Young Dr. Kildare
908 The Great Waltz
909 The Citadel
910 Sweethearts
911 Spring Madness
912 The Shining Hour
913 Out West With the Hardys
914 Flirting With Fate
915 Dramatic School
916 The Girl Downstairs
917 A Christmas Carol
918 Stand Up and Fight
919 Burn 'Em Up O'Connor
920 Idiot's Delight
921 Four Girls In White
922 Honolulu
923 Adventures of Huckleberry Finn
924 Fast and Loose
925 Ice Follies of 939
926 Let Freedom Ring
980 *Pygmalion
927 Sergeant Madden
928 Within the Law
929 Kid from Texas
930 Society Lawyer
931 Broadway Serenade
932 Calling Dr. Kildare
933 Lucky Night
934 Hardys Ride High
935 Tell No Tales
936 It's a Wonderful World

** Special Release*

BEING EDITED

Goodbye Mr. Chips
Tarzan
Bridal Suite
6,000 Enemies
Maizie Was a Lady

1939-40

Selling 44-52 pictures.

BEING EDITED

Wizard of Oz

IN PRODUCTION

On Borrowed Time
The Women
Stronger Than Desire
Lady of the Tropics
*Gone With the Wind
Andy Hardy Gets Spring Fever

** Special Release*

PARAMOUNT

1938-39

Sold 52 features, 6 Hopalong Westerns.
Delivered 35 features, 5 Westerns.

RELEASED

3854 Pride of the West (W)
3801 Sing You Sinners
3855 In Old Mexico (W)
3802 Campus Confessions
3803 Sons of the Legion
3804 King of Alcatraz
3805 Touchdown, Army
3806 Arkansas Traveler
3807 Mysterious Rider
3808 Men With Wings
3809 Illegal Traffic
3810 If I Were King
3811 Thanks for the Memory
3812 Arrest Bulldog Drummond
3813 Say It In French
3814 Little Orphan Annie
3815 Ride a Crooked Mile
3856 The Frontiersman (W)
3816 Tom Sawyer, Detective
3817 Artists and Models Abroad
3818 Disbarred
3819 Zaza
3820 Ambush
3821 Paris Honeymoon
3822 St. Louis Blues
3823 Persons In Hiding
3824 Boy Trouble
3857 Sunset Trail (W)
3863 *The Beachcomber
3825 ...one third of a nation...
3826 Cafe Society
3827 King of Chinatown
3828 Midnight
3829 Sudden Money
3858 Silver on the Sage (W)
3830 I'm From Missouri
3833 Back Door to Heaven
3831 Bulldog Drummond's Secret Police
3832 Never Say Die
3835 Union Pacific
3834 Lady's From Kentucky
3864 *Stolen Life

BEING EDITED

Renegade Trail (W)
Unmarried
Grand Jury Secrets
Some Like It Hot
Magnificent Fraud
Hotel Imperial
Undercover Agent
Man About Town
Invitation to Happiness
Island of Lost Men
Bulldog Drummond's Bride
Gracie Allen Murder Case
Million Dollar Legs

1939-40

Selling 52 pictures, 2 made in England and 6 Westerns.

IN PRODUCTION

Star Maker
Homework
Geronimo
Disputed Passage
Cat and the Canary
Ruler of the Seas
Our Leading Citizen
Gulliver's Travels
Heaven on a Shoestring

RKO-RADIO

1938-39

Sold 54 features, 6 Westerns.
Delivered 23 features, 4 Westerns.

RELEASED

902 Affairs of Annabel
903 Fugitives for a Night
901 Room Service
904 Mr. Doodle Kicks Off
905 A Man to Remember
906 Mad Miss Manton
907 Tarnished Angel
908 Annabel Takes a Tour
981 Lawless Valley (W)
909 Law West of Tombstone
948 Peck's Bad Boy at the Circus
910 Next Time I Marry
914 Pacific Liner
913 Great Man Votes
982 Arizona Legion (W)
911 Boy Slaves
912 Gunga Din
915 Beauty for the Asking
917 Twelve Crowded Hours
918 Saint Strikes Back
983 Trouble In Sundown (W)
920 Almost a Gentleman
919 Flying Irishman
916 Love Affair
921 They Made Her a Spy
922 Fixer Dugan
923 Rookie Cop
984 Racketeers of the Range (W)

Fisherman's Wharf (844) and Story of Vernon and Irene Castle (838) are 1937-38 releases.

BEING EDITED

925 Panama Lady
927 Five Came Back
Girl From Mexico
926 The Dove

IN PRODUCTION

Little Mother
Memory of Love
Career
Way Down South

1939-40

No announcement yet.

TWENTIETH CENTURY-FOX

1938-39

Sold 54 features.
Delivered 45 pictures.

RELEASED AND COMPLETED

901 Gateway
902 Keep Smiling
903 Alexander's Ragtime Band
904 Speed to Burn
905 My Lucky Star
906 Safety In Numbers
907 Hold That Co-Ed
908 Time Out For Murder
911 Straight, Place and Show
910 Meet the Girls
919 Five of a Kind
912 Mysterious Mr. Moto
913 Suez
914 Always In Trouble
915 Just Around the Corner
916 Sharpshooters
909 Submarine Patrol
918 Road Demon
924 Up the River
920 Down on the Farm
917 Thanks For Everything
923 Kentucky
922 While New York Sleeps
928 Charlie Chan in Honolulu
926 Mr. Moto's Last Warning
933 Smiling Along
921 Jesse James
929 Arizona Wildcat
925 Tail Spin
927 Three Musketeers
931 Pardon Our Nerve
934 Inside Story
935 Everybody's Paby
930 Wife, Husband and Friend
932 Little Princess
936 Hound of the Baskervilles
937 Mr. Moto in Danger Island
938 Story of Alexander Graham Bell
939 Winner Takes All
945 Inspector Hornleigh
940 Return of the Cisco Kid
920 Down on the Farm
941 Chasing Danger
942 Rose of Washington Square
943 Boy Friend
952 Mr. Moto Takes a Vacation

BEING EDITED

944 The Gorilla
947 Young Mr. Lincoln
951 White Lady of the Orient
953 News Is Made At Night
948 Charlie Chan in Reno
950 It Could Happen to You
950 Susannah of the Mounties
946 Jones Family in Hollywood

IN PRODUCTION

949 Second Fiddle

1939-40

Selling 52 features.

BEING EDITED

Stanley and Livingstone
East Side, West Side

IN PRODUCTION

Hotel For Women
Rains Came
Jones Family at the Grand Canyon
Charlie Chan at Treasure Island

UNITED ARTISTS

1938-39

Sold 4 Goldwyns, 5 Wangers, 2 Selznicks, 5 Edward Small, 4 Hal Roach and 4 Langdon and Hardy comedies and 5 Kordas. Total—29

Delivered 2 Goldwyns, 3 Wangers, 2 Selznicks, 2 Edward Small, 3 Hal Roach and 3 Kordas. Total—15

RELEASED

Algiers (Wanger)
Drums (Korda)
There Goes My Heart (Roach)
The Young In Heart (Selznick)
The Cowboy and the Lady (Goldwyn)
Trade Winds (Wanger)
The Duke of West Point (Small)
Topper Takes a Trip (Roach)
Made For Each Other (Selznick)
Stagecoach (Wanger)
King of the Turf (Small)
Prison Without Bars (Korda)
Wuthering Heights (Goldwyn)
Zenobia (Roach)

BEING EDITED

Man in the Iron Mask (Small)

IN PRODUCTION

Music School (Goldwyn)
Real Glory (Goldwyn)
Winter Carnival (Wanger)

1939-40

Announcement next week.

COMPLETED

Four Feathers (Korda)

RELEASED AND COMING THIS SEASON

UNIVERSAL

1938-39

Sold 40 features, 6 Westerns.
Delivered 30 features, 6 Westerns.

RELEASED AND COMPLETED

3041 *Dark Rapture
3025 Freshman Year
3034 Personal Secretary
3017 Road to Reno
3012 Youth Takes a Fling
3026 Swing That Cheer
3013 Service de Luxe
3016 The Storm
3028 The Last Express
3032 Exposed
3036 His Exciting Night
3042 *Mars Attacks the World
3011 Little Tough Guys In Society
3035 Strange Faces
3022 Secrets of a Nurse
3021 Swing, Sister, Swing
3015 Newsboys Home
3027 The Last Warning
3004 Son of Frankenstein
3023 Gambling Ship
3033 Pirates of the Skies
3043 *The Mikado
3005 You Can't Cheat an Honest Man
3024 Society Smugglers
3029 Risky Business
3014 Spirit of Culver
3037 Mystery of the White Room
3001 Three Smart Girls Grow Up
3020 Family Next Door
3006 East Side of Heaven
3019 Code of the Streets
Big Town Czar
For Love or Money
3051 Black Bandit (W)
3052 Guilty Trails (W)
3053 Prairie Justice (W)
3054 Ghost Town Riders (W)
3055 Honor of the West (W)
3056 Phantom Stage (W)

Special Release

BEING EDITED

Ex-Champ
House of Fear
They Asked For It

IN PRODUCTION

Sun Never Sets
Inside Information

1939-40

Selling 40 features, 3 from Harry Edington, 6 Westerns and 7 Outdoor pictures.

IN PRODUCTION

Old Grad
In Old California

WARNER BROTHERS

Sold 60 features.
Delivered 39 features.

RELEASED AND COMPLETED

306 Four's a Crowd
365 Secrets of an Actress
305 Valley of the Giants
352 Four Daughters
358 Garden of the Moon
368 B'way Musketeers
302 The Sisters
369 Girls on Probation
355 Brother Rat
310 Hard to Get
318 Torchy Gets Her Man
319 Nancy Drew, Detective
351 Angels With Dirty Faces
370 Comet Over Broadway
362 Heart of the North
303 The Dawn Patrol
359 Going Places
313 Devil's Island
317 King of the Underworld
314 Off the Record
371 Torchy Blane In Chinatown
309 Wings of the Navy
372 Nancy Drew, Reporter
357 Yes, My Darling Daughter
321 The Adventures of Jane Arden
364 You Can't Get Away With Murder
316 Women in the Wind
320 Secret Service of the Air
308 Oklahoma Kid
361 Blackwell's Island
323 On Trial
304 Dodge City
354 Dark Victory
353 Confessions of a Nazi Spy
322 Torchy Runs for Mayor
307 They Made Me a Criminal
Juarez
Man Who Dared

BEING EDITED

Naughty But Nice
Code of the Secret Service
Devil on Wheels
Each Dawn I Die
Family Affair
Waterfront
Give Me a Child
Kid From Kokomo
Sweepstakes Winner
Hell's Kitchen
Nancy Drew, Trouble Shooter
Gantry the Great
Enemy Agent
Lighthorse Harry

IN PRODUCTION

Hobby Family

1939-40

Selling 52 pictures.

BEING EDITED

Battle of City Hall

IN PRODUCTION

Old Maid
Not Wanted
Dust Be My Destiny
Torchy—Dead or Alive
Nancy Drew and the Hidden Staircase

Independent Companies

GRAND NATIONAL

1938-39

Sold 32 features, 18 Westerns.
Delivered 10 features, 5 Westerns.

RELEASED AND COMPLETED

311 Shadows Over Shanghai
325 Frontier Scout
326 Titans of the Deep
312 Cipher Bureau
313 The Long Shot
W1-1 Water Rustlers (W)
W1-13 Trigger Pals (W)
301 Exile Express
327 Crashing Through
328 To the Rescue
345 *Sunset Murder Case
314 Panama Patrol
W1-3 Singing Cowgirl (W)
328 Renfrew Saves a Lady
W1-19 Six Gun Rhythm (W)
W1-2 Ride 'Em Cowgirl (W)

Special Release

BEING EDITED

Everything Happens to Ann

IN PRODUCTION

Miracle of Main Street

1939-40

No announcement yet.

MONOGRAM

Sold 26 features, 16 Westerns.
Delivered 18 features, 9 Westerns.

RELEASED AND COMPLETED

3810 Barefoot Boy
3811 Under the Big Top
3804 Mr. Wong, Detective
3801 Gangster's Boy
3818 Gang Bullets
3812 I Am a Criminal
3819 Tough Kid
3822 Convict's Code
3805 Navy Secrets
3821 Star Reporter
3806 Mystery of Mr. Wong
3809 Mystery Plane
3824 Undercover Agent
3802 Streets of New York
3820 Boys' Reformatory
3829 Wanted by Scotland Yard
3859 Starlight Over Texas (W)
3861 Song of the Buckaroo (W)
3860 Where the Buffalo Roam (W)
3851 Gun Packer (W)
3852 Wild Horse Canyon (W)
3853 Drifting Westward (W)
3862 Sundown on the Prairie (W)
3863 Rollin' Westward (W)
3854 Trigger Smith (W)

MONOGRAM (Cont.)

BEING EDITED

Wolf Call
Across the Plains (W)
Down the Wyoming Trail

IN PRODUCTION

Girl From Nowhere

1939-40

Announced 26 features, 16 Westerns.

REPUBLIC

1938-39

Sold 30 features, 24 Westerns.
Delivered 16 features, 13 Westerns.

RELEASED

851 Billy the Kid Returns (W)
844 Blue Montana Skies (W)
818 Come On, Rangers
805 Down in Arkansaw
820 Federal Man Hunt
821 Fighting Thoroughbreds
823 Forged Passport
854 Frontier Pony Express (W)
842 Home on the Prairie (W)
806 I Stand Accused
824 I Was a Convict
801 Man of Conquest
843 Mexicali Rose (W)
809 Mysterious Miss X
810 My Wife's Relatives
817 Night Hawk
865 Night Riders (W)
819 Orphans of the Street
862 Overland Stage Raiders (W)
861 Pals of the Saddle (W)
822 Pride of the Navy
864 Red River Range (W)
853 Rough Riders Round Up (W)
863 Santa Fe Stampede (W)
852 Shine On Harvest Moon (W)
807 Storm Over Bengal
811 Street of Missing Men
841 Western Jamboree (W)
808 Woman Doctor

BEING EDITED

Zero Hour
Southward Ho
Tidal Wave

IN PRODUCTION

Mountain Rhythm (W)
Stand Up and Sing
Road to Eldorado (W)

1939-40

Selling 30 features, 24 Westerns.

1938-39 SUMMARY

Major Companies	Sold	Completed	Being Edited	In Prod.
Columbia	40	22	3	4
Westerns	15	12	1	
MGM	52	36	5	
Paramount	52	35	12	
Westerns	6	5	1	
RKO-Radio	48	23	4	4
Westerns	6	4		
20th-Fox	54	45	8	1
UA	29	15	1	3
Universal	40	30	3	2
Westerns	6	6		
Warner Bros.	60	39	14	1
TOTAL	408	271	53	15
Independent Companies				
Grand National	32	10	1	1
Westerns	18	5		
Monogram	26	18	2	1
Westerns	16	9	1	
Republic	30	16	3	1
Westerns	24	13		2
TOTAL	146	71	7	5
GRAND TOTAL	554	342	60	20

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

"Parents On Trial" went before the cameras this week at Columbia with JEAN PARKER, NOAH BEERY, JR., JOHNNY DOWNS, and HENRY KOLKER heading the cast. It is based on the popular radio serial of the same name.

Production on Universal's "Modern Cinderella" draws another starring postponement due to additional work on shooting script. The picture co-stars IRENE DUNNE and CHARLES BOYER with JOHN STAHL as producer-director and is now slated for a May 15 start.

May 22 has been set as the starting date for "A Chump At Oxford", which will co-star STAN LAUREL and OLIVER HARDY for HAL ROACH. It will be the first four reeler for United Artists release. STAN LAUREL will probably direct.

Under a switch in assignments, NOEL SMITH is directing "Nancy Drew and the Hidden Staircase" with a cast topped by BONITA GRANVILLE and FRANKIE THOMAS. Smith was originally slated to make the next "Secret Service" picture in the series featuring RONALD REAGAN.

DARRYL F. ZANUCK, 20th Century-Fox production chief, has announced the purchase of JOHN STEINBECK'S new novel "Grapes Of Wrath", which received the widest critical praise accorded a creative work in the last twenty years.

MONROE GREENTHAL and AL MARGOLIES arrived from New York this week as advance guard for United Artists executives coming for the sales convention. LYNN FARNOL is due in later in the week.

LUCILLE BALL was picked by RKO for the feminine lead in "Night of January 16", which PANDRO BERMAN will produce. This assignment is Miss Ball's first break from lower budget pictures.

500 workmen are being employed to rush building on the new Walt Disney Studio in Burbank, so that the plant will be ready for occupancy in October. New studios will cost approximately $2,000,000 when completed, including equipment.

SAM KATZMAN of Victory Pictures has signed G. A. DURLAM to write the screenplay of "Kid Racketeers", first in the new series of JAMES DUNN action melodramas. The original story is by PETER B. KYNE.

J. EDWARD BROMBERG will have one of the principal roles in 20th Century-Fox's "Hollywood Cavalcade", which will feature DON AMECHE and ALICE FAYE. BROMBERG is at present in New York appearing in "Awake and Sing" but is expected back in Hollywood the latter part of May.

RAYMOND HATTON has been signed by Republic to a new deal and will be seen regularly in the "Three Mesquiteers" series, first of which goes into production around May 10. The contract calls for HATTON to do ten pictures in a year and a half and permits him to do outside films on a free-lance basis.

Famous Productions, new film company headed by HARRY EDINGTON and producing exclusively for Universal, has signed DOUGLAS FAIRBANKS, JR., to a three-year starring contract. FAIRBANKS will head the cast of EDINGTON'S inaugural feature "Atlantic Cable", scheduled for early shooting.

ARTHUR LUBIN checked in at Republic this week for the directional assignment of "Stand Up and Sing", with RALPH BYRD, BRUCE CABOT, TOMMY RYAN and ZASU PITTS in the top roles. The picture is under the production wing of HERMAN SCHLOM.

Three new BOB BREEN pictures were announced for production for the 1939-40 season by Principal Productions, to be released by RKO. The films will be made under the production guidance of BARNEY BRISKIN, and will follow the completion of "Way Down South" and "Boy Who Cried Wolf", on this year's schedule.

"Deadwood City", an original story by Harrison Jacobs, was purchased by HARRY SHERMAN, who will add to his production schedule for the current season for Paramount. Sherman will produce the picture on a big scale and expects it to take its place among outdoor films that have made boxoffice history.

Start of production on "Stronger Than Desire", society drama featuring WALTER PIDGEON and VIRGINIA BRUCE, raises the production peak at MGM to a three-month high. Pictures in work are, "Maisie Was a Lady", "Andy Hardy Gets Spring Fever", "The Women", "Lady of the Tropics" and "On Borrowed Time".

"Wings Over the Andes" has been purchased by Monogram and will be filmed as one of the "Tailspin Tommy" series for the 1939-40 program featuring JOHN TRENT. PAUL MALVERN will produce from the orginal screenplay by HUBERT HILTON.

VICTOR FLEMING, acting under orders from his physician, will take a rest for about a week from his directorial work on Selznick's "Gone With the Wind". FLEMING has been temporarily relieved by director SAM WOOD, who recently completed "Good Bye, Mr. Chips" in England.



Leaving for Premiere

WILLIAM M. JEFFERS, *president of the Union Pacific R.R. and* CECIL B. DEMILLE, *producer of the Paramount picture, "Union Pacific" standing in front of a train which carried them and many Paramount stars to the world premiere. Seen in the group are* GEORGE RAFT, LYNN OVERMAN, PATRICIA MORRISON, LLOYD NOLAN *and other Paramount stars.*



Getting Ready

STEVE SEKELY, *famous Hungarian director, who makes his debut in the U. S. A. at Grand National is checking over the make up chart with* VEDA ANN BORG *and* WYNNE GIBSON, *who are appearing in* SEKELY'S *first picture for Grand National Release along with* MARGO.

Ellison Signed by 20th-Fox

The search for a leading man for ELSA MAXWELL'S "Hotel for Women" ended when DARRYL F. ZANUCK borrowed JAMES ELLISON from RKO for the part. ELLISON will play opposite LINDA DARNELL, a newcomer from Dallas, Texas. ANN SOTHERN has been signed for an important feminine role, and JOHN HALLIDAY and ALAN DINEHART for featured male roles. The production is under the direction of GREGORY RATOFF.

Universal Writers Busy

Universal writers are going full blast on forthcoming productions with 30 working on the lot at the present time. Studio has seven pictures scheduled for early production, including JOHN STAHL'S "Modern Cinderella", which was sent back for additional scripting.



Enjoying a Joke

LEO CARRILLO *and* DIRECTOR LEW LANDERS *have an informal chat while camera equipment is being set up for the next scene in "The Dove," gay RKO Radio offering of Old Mexico in which* CARRILLO, *as a dashing "Robin Hood," is supported by* STEFFI DUNA *and* TIM HOLT.

Robert Montgomery to Make Two Pictures in England for MGM

ROBERT MONTGOMERY will be the next star to be sent to England to appear in films at the MGM British Studios in Denham. MONTGOMERY will be seen in two pictures, "Busman's Honeymoon" by DOROTHY SAYERS and "The Earl of Chicago" by BROOK WILLIAMS.

VICTOR SAVILLE, producer for MGM British, is now in Hollywood discussing production plans for the two pictures with MONTGOMERY and BEN GOETZ, managing director at Denham, who recently brought to America the print of "Good Bye, Mr. Chips", which stars ROBERT DONAT and GREER GARSON.

MONTGOMERY will leave for England as soon as final scripts are prepared.

Considine to Produce "Blackmail"

JOHN CONSIDINE, JR. has been assigned to produce MGM's "Blackmail" which will have EDWARD G. ROBINSON in the leading role. ROBINSON, who is under contract to Warner Bros., had the top role in MGM's "The Last Gangster" about a year ago. Vehicle is now being prepared for the cameras and will be directed by HENRY C. POTTER.

"Sorority House" Sequel Planned

RKO will follow "Sorority House" with another picture of collegiate life, entitled "Final Exams", and has assigned DALTON TRUMBO to write the story. ANNE SHIRLEY and JAMES ELLISON, stars of the other production, will also have the leading roles in the sequel.

Cast for "Way Down South"

With the signing of RALPH MORGAN, president of the Screen Actors Guild, to portray the father of BOB BREEN in "Way Down South", SOL LESSER completed casting on the production. MORGAN checks in at the Lesser lot immediately upon completion of his featured role in "Geronimo" at Paramount. Picture is now before the cameras under the direction of BERNARD VORHAUS.

Edward Ellis to Play Title Role

EDWARD ELLIS, who scored heavily as Andrew Jackson in "Man of Conquest", has been signed by Republic to portray the title role in "Abraham Lincoln Boggs", which is scheduled for early production. ELLIS has played numerous featured roles in pictures during the past few years in Hollywood, but it was not until his triumphant performance in "A Man to Remember" that producers became aware of his real potentialities.

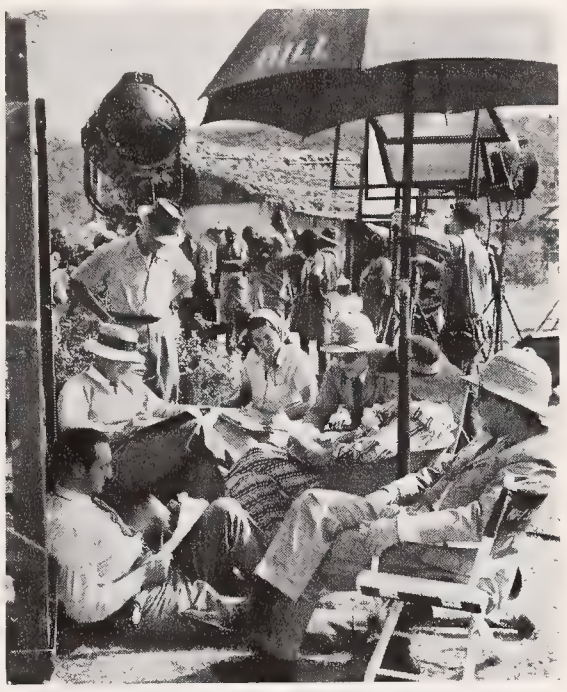
Republic to Up Budgets On All Future Product

HERBERT J. YATES, chairman of the board of Republic Pictures, announced this week that the studio would increase budgets on all product for the coming season, in addition to six pictures to be made on the same scale as "Man of Conquest", and four Anniversary specials. The budgets on the GENE AUTRY pictures will be increased one-third.

YATES set to rest rumors of a shakeup in the studio personnel. M. J. Siegel leaves for a month's talent and story search in New York, and during his absence, E. H. GOLDSTEIN will be in charge of studio affairs.

Republic's income has been increased in the past eight months because of better product, with foreign grosses showing an increase of almost 100%, despite unrest and precarious conditions in Europe.

YATES will accompany GENE AUTRY on a six weeks' personal appearance tour of Great Britain, leaving around the first of June.



Looks Like Hot Work

Producer-director ROWLAND V. LEE *goes over some new scenes with the cast of Universal's "The Sun Never Sets", while working on the African Gold Coast location about 20 miles from Hollywood. Left to right in the picture are* BASIL RATHBONE, LEE, RAMSAY HILL *(technical adviser), script girl,* DOUGLAS FAIRBANKS, JR., BARBARA O'NEILL *and* MELVILLE COOPER.

Paramount Workmen Busy On New Construction For More Production

More than 100 workmen are busy at Paramount on four new construction projects ordered to facilitate the handling of increased summer production. Construction of a 90-ton steel rocker in the "A" tank for "Ruler of the Seas", is one of the major jobs. A ship unit matching the huge sailing boats at Los Angeles harbor will be built on the tank, when the steel foundation is completed.

In addition to the above, the studio is enlarging the camera department, the switchboard room and the operating quarters in the transparency building.

12-Week Shooting Schedule

A 12-week shooting schedule has been allotted the forthcoming Warner Bros. production of "The Knight and the Lady", to be filmed in Technicolor with ERROL FLYNN and BETTE DAVIS as its co-stars. MICHAEL CURTIZ will direct the story of Queen Elizabeth of England with starting date set for May 8.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

That little chat with Herbert J. Yates, chairman of Republic's board, cleared up a lot of rumors about a shakeup in the studio personnel and also confirmed the news that the company is going in for higher-budget pictures for the coming season. How about a few more like "Man of Conquest"?

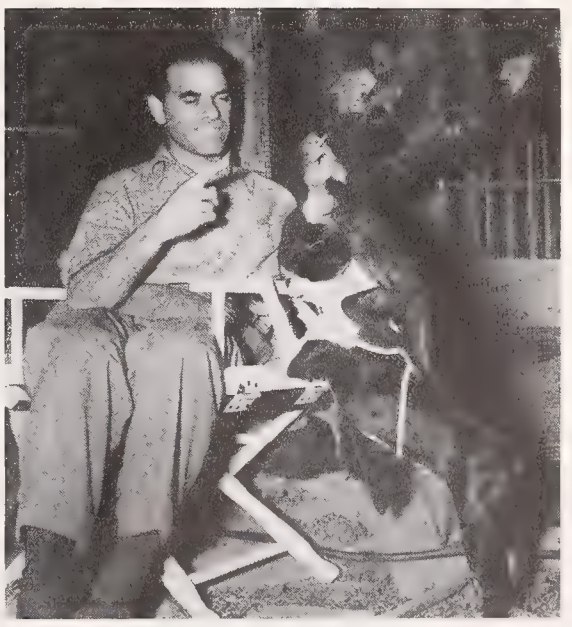
Visited the Goldwyn back lot for a "look-see" at the sets being used in the filming of "The Real Glory," Gary Cooper starrer, and now we know what a real jungle looks like. All it needs, from our observation, is a few of the Philippine mosquitoes . . . it has everything else.

Hollywood glamour boys are gnashing their teeth because Ann Sheridan, the queen of "OOMPH", will be on ice for the next three weeks with the Walter Wanger "Winter Carnival" company. Miss "OOMPH" will spend most of the time in a refrigerated stage. Here's hoping the ice doesn't melt.

And speaking of "glamour," what are the girls going to do when they find Ty Power doing a combination of Truckin', Suzy Q and the Lambeth Walk in his new picture, "Second Fiddle." Ty has begun rehearsals for his first venture into Jitterbugging, with the aid of 40 of Hollywood's most beautiful dancing girls . . . not forgetting Sonja Henie.

Tickled to see Charles Leonard back in circulation again. Charlie, formerly Coast ad head for United Artists, was named RKO producer—home office representative for Herbert Wilcox Productions and Max Gordon plays and Picture Corp. Best of luck on your new assignment.

We understand that Paramount has a sweet piece of entertainment in "The Gracie Allen Murder Case," according to our "snooping" reporter, who spotted Director Al Green with a big grin on his face. Wonder if George Burns, or brother William, will take any of the credit for their kibitizing?



With His Animal Cast

DIRECTOR FRANK CAPRA *makes friends with two animal actors between scenes of Columbia's "Mr. Smith Goes to Washington," in which* JEAN ARTHUR *and* JAMES STEWART *are co-starred.*

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

GIRL FROM NOWHERE

Mono. **Drama** **June 16**

Selling Names: Anne Nagel, Warren Hull, Lester Mathews, Mayo Methot.
Director: Lambert Hillyer.
Producer: E. B. Derr.
Story Idea: On the eve of Anne Nagel's marriage to Warren Hull, Lester Mathews, who has proof of Anne's birth in prison, decides to blackmail Hull. Mathew's wife, Mayo Methot from whom the secret was stolen and who was given the clippings by Anne's mother, her roommate in prison, shoots Mathews to prevent his telling and keeps the secret forever.
Catchline: "His love shielded her secret."

SUN NEVER SETS

Univ. **Drama** **May 26**

Selling Names: Douglas Fairbanks, Jr., Basil Rathbone, Virginia Field.
Producer-Director: Rowland V. Lee.
Story Idea: Douglas Fairbanks, Jr., following the family tradition, joins "the service" and is sent to the African Gold Coast, where his brother Basil Rathbone is district commissioner. He pretends to accept Lionel Atwill's shady offer to help him plunge all Europe into war, but has Atwill and his henchmen destroyed in time to avert trouble.
Catchline: "His courage and fortitude averted another war."

THE STAR MAKER

Para. **Musical-Drama** **Aug. 25**

Selling Names: Bing Crosby, Louise Campbell, Ned Sparks, Linda Ware.
Director: Roy Del Ruth.
Producer: Charles R. Rogers.
Story Idea: Bing Crosby portrays the thrilling true-to-life story of Gus Edwards, a song writer and one of Broadway's greatest characters. His rise to fame through his music and his "Kid Shows" until the Gerry Society closed the shows and refused to permit the children to work at night and his comeback through Radio.
Catchline: "Gus Edwards, one of Broadway's greatest characters . . . his life and his music."

CAREER

RKO **Drama** **Not set**

Selling Names: Edward Ellis, Anne Shirley, John Archer, Alice Eden.
Director: Leigh Jason.
Producer: Robert Sisk.
Story Idea: John Archer, a medical student, receives an offer of a good post with a New York specialist, but turns it down to continue with his research work. While visiting his hometown, he asks Anne Shirley to marry him and she accepts. He is astounded to learn, later, that she is going to marry Charles Drake instead, as she feels that Archer must devote his life to his work and he realizes that she is right.
Catchline: "His love for his profession dominated his life."

MOUNTAIN RHYTHM

Rep. **Western** **Not set**

Selling Names: Gene Autry, Smiley Burnette, Maude Eburne.
Director: Breezy Eason.
Assoc. Producer: Harry Grey.
Story Idea: Gene Autry and Smiley Burnette arrive at a small town in Texas, in response to a call from Maude Eburne, Burnette's aunt. Maude needs their help to prevent Walter Fenner, resort owner, from auctioning off all the grazing lands upon which every rancher in the valley is dependent. Autry saves the land by uncovering the plot.
Catchline: "He knew the rustler's tricks." and so saved the rancher's land."

OLD GRAD

Univ. **Drama** **Not set**

Selling Names: Anita Louise, Dick Foran, Charley Grapewin, Emma Dunn.
Director: Harold Young.
Assoc. Producer: Ken Goldsmith.
Story Idea: Charley Grapewin, a night watchman and football hero of thirty years ago, is invited by his alma mater to serve as a one-man reception committee for all visitors. Through a mix-up, he is introduced as a rich construction company president, but is saved from any embarrassment by Coach Samuel S. Hinds, who appoints him his assistant after the team wins the game.
Catchline: "A long forgotten football hero who becomes a king for a day."

THE HOBBY FAMILY

WB **Drama** **Not set**

Selling Names: Henry O'Neill, Irene Rich, Jean Sharon, Jackie Moran.
Director: William McGann.
Producer: Gordon Hollingshead.
Story Idea: Henry O'Neill and his son, Jackie Moran, take their camera and amateur radio set with them when they go on a vacation. A fire starts while they are in the mountains and they save the campers' lives by getting word to the ranger station, with their radio set. They also get the reward offered for the pyromaniac who set the fire, when they develop a picture.
Catchline: "Their vacation proved a lifesaver to the campers."

OLD MAID

WB **Drama** **Not set**

Selling Names: Miriam Hopkins, Bette Davis, George Brent, James Stephenson.
Director: Edmund Goulding.
Assoc. Producer: Henry Blanke.
Story Idea: Bette Davis and her cousin, Miriam Hopkins, both love George Brent. But Miriam marries James Stephenson and becomes the happy mother of two children, while Bette has an illegitimate child by Brent. The child is brought up by Bette, without knowing the relationship and is eventually adopted by Miriam, in order to give her a name, so that she may marry the man she loves.
Catchline: "She never married the man she loved, because of the child she loved."

IT COULD HAPPEN TO YOU

20th-Fox **Mystery** **Not set**

Selling Names: Stuart Erwin, Gloria Stuart, Raymond Walburn.
Director: Alfred Werker.
Assoc. Producer: David Hempstead.
Story Idea: Stuart Erwin, a clerk, is mixed up in a murder when a dead girl is found in his car, after he leaves a stag party at his boss's home. Certain that Erwin will be executed, Raymond Walburn, his boss, proves his loyalty by making Erwin vice-president of the firm. Gloria Stuart, Erwin's wife, finds the murderer and Erwin gets the vice-presidency.
Catchline: "He couldn't sell himself . . . until he landed in jail."

ARIZONA COWBOY

Col. **Western** **Not set**

Selling Names: Charles Starrett, Iris Meredith, Russell Simpson.
Director: Sam Nelson.
Producer: Harry L. Decker.
Story Idea: Charles Starrett, sheriff of a small town in Arizona, has Iris Meredith's help when he tries to convince Russell Simpson, her father, that his objections are all wrong and that there must be no trouble when the settlers the government sends in take up their claims on his and the other cattlemen's ranges. He proves that these people will help build up the community and straightens out the trouble.
Catchline: "As sheriff his job was to prevent trouble and bloodshed."

TRIGGER FINGERS

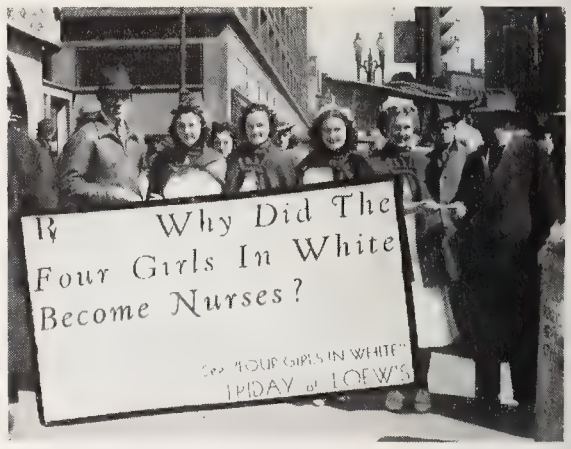
Victory **Western** **Not set**

Selling Names: Tim McCoy, Ben Corbett, Jill Martin.
Director: Sam Newfield.
Producer: Sam Katzman.
Story Idea: Tim McCoy, an F.B.I. man looking for a gang of bandits who have been raiding towns and ranches, disguises himself as a gypsy and rides into town in a Gypsy Wagon. McCoy gets into a card game with Carleton Young and compares Young's fingerprints which he gets on the cards. with those found on the stolen merchandise. Found guilty, Young and his gang are captured.
Catchline: "An F.B.I. man . . . he cleverly trapped the rustling bandits."

New Type Study Guide Issued On "Story Vernon, Irene Castle"

A new type of school and group discussion guide has been prepared for "The Story of Vernon and Irene Castle." It is more profusely illustrated than previous guides and deals with personalities of the stars as well as the picture. The guide includes several articles that are of interest to the average theatregoer as well as the student.

The new booklet has been forwarded to exhibitors, circuit officials, house managers, school teachers and executives, club executives, better film councils, etc.



Four Usherettes in White

Four of the usherettes of Loew's Rochester Theatre, Rochester, N. Y., donned white caps and gowns to exploit MGM's "Four Girls in White" on the street by distributing cards (inset) to passers-by. Lester Pollock, manager, directed the stunt.

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.



"Amateur Talent Quest"

The Stanley-Warner DAILY NEWS *"Amateur Talent Quest" is in full swing in Philadelphia. Top photo shows Sam Sax, Eastern head of Vitaphone studios, studying a movie contract while Ted Schlanger and Lee Stewart, casting director, look on. In the center photo, Sax, Schlanger, Stewart and Ed Schreiber, Vitaphone publicist, ride through the City of Brotherly Love with a police escort, while in the bottom picture Sax, Schlanger and Stewart audition talented youngsters for possible appearances in a new Vitaphone Kiddie Follies soon to go into production in the company's Brooklyn studios.*

Strachan Uses Extensive and Standard Campaign on M of T

Manager J. Knox Strachan of the Leroy Theatre, Portsmouth, O., uses an extensive and standard campaign in selling the March of Time. He has a mailing list of some five hundred names, school teachers and other fans, and this is covered regularly via post cards.

Strachan uses a trailer one week in advance of playdate and considerable display material in the lobby.

For his newspaper setup, Strachan uses extra space on the opening day with space equal to the feature attraction throughout the run. He sends out to newspapers a feature story on the opening day and a review on the second day.

March of Time always gets full billing on the marquee of the house.

Howell, Kreag Winners in MGM's Nationwide Short Subject Contest

TOMMY HOWELL, Bison Theatre, Dallas, Texas, has been awarded first prize in MGM *Shortstory's* first nationwide shorts exploitation contest. Second prize went to Ward B. Kreag, Community Theatre, Catskill, N. Y. Over 162 entries were judged by the *Shortstory* editorial board members, which include Howard Dietz, Si Seadler, Oscar A. Doob, Herb Morgan, and Howard Strickling. Ray Bell, Loew's Washington publicist, served as judge.

First prize winner Howell will receive his choice of a seven-day all-expense trip via American Airlines to either the MGM studios in California or the New York World's Fair for his Diaper Derby for men only, which he staged from a *Shortstory* suggestion in connection with Robert Benchley's "How To Raise A Baby."

Served Double Purpose

Making this stunt serve a double purpose in providing a direct boxoffice incentive as well as a publicity device for his picture, Manager Howell presented his Diaper Derby as a special stage attraction and gave it the following showmanly attention:

Special trailer announcement two weeks in advance; teaser ads in all newspapers ten days in advance and special two-column ad day before opening; six advance publicity breaks in three Dallas dailies; daily radio buildup one week in advance on Station WRR; personal announcement before a regular meeting of the Sunset High School Dad's Club; special Diaper Derby heralds distributed house-to-house; 40′ x 60′ advance lobby set piece and special overhead display of diapers hung from clothes line across outer lobby; window display of gold crown to be awarded winner as King of the Diaper Changers. All diapers used in the contest were supplied by Sears, Roebuck Co; sound truck, well bannered with diapers, toured Dallas streets a day before.

With three Parent-Teacher Association officials as judges, Dallas football coach Herman Crowley holding the stop-watch at the changing table and line coach Keifer Strickland waving a diaper starting flag, Howell's Diaper Derby got under way with a flourish of trumpets by the Sons Of The American Legion drum and bugle corps. For the record, the winner's time, using the square style diaper fold with two safety pins, was 34.4 seconds—including time for powdering!

Showman Kreag's Peace Contest, which wins for him a six-day all-expense cruise to Bermuda via the Furness Line. was from a *Shortstory* exploitation suggestion for the Passing Parade subject, "The Story of Alfred Nobel," which read:

"With world diplomats today advancing one Peace plan after another, almost every individual has his own private theory for the prevention of war. In connection with your showing, get your newspaper to feature a contest in which readers will receive guest tickets and other prizes for the most original idea on how to insure Peace."

A Series of Breaks

So well did the editors of the *Catskill Daily Mail* like this idea that they gave it front page position for eight consecutive days, a break—or rather, a series of breaks —which exceeded the fondest expectations of Manager Kreag. Moreover, each and every Page One contest story averaged one-third of a column and carried direct selling copy for Kreag's picture.

Not content, however, to let the newspaper do all the work, Kreag established contact with the heads of 24 different organizations including the Catskill public schools, American Legion, Parent-Teacher Association, Public Library and St. Patrick's Academy, each of which cooperated in announcing the contest and the picture.

Sent to U. S. Secretary of State Cordell Hull, was Kreag's winning Peace plan which would require the heads of all squabbling nations to view several hours of war movies before making an attempt to arbitrate their differences.

March of Time Plans Tieups To Aid Small Town Exhibitors

A number of tieups planned to aid showmen in small towns who play the March of Time have currently been made. Through the National Association of Manufacturers, 40,000 leaflets have been mailed to small-town members of the Association describing the issue, "State of the Nation," and telling of the part the N.A.M. played.

Covering the Boy Scout release of the March of Time, 50,000 folders have been mailed by the National Boy Scouts home office primarily to those on the Scout mailing list residing in small town situations.

Another tieup effected to aid showmen in small towns is that made between March of Time and the publishers of *Town Weekly Magazine* Section. *Town* appears in small town weeklies, being used by 334 newspapers which have a circulation of some 2,000,000. *Town* is carrying a series of articles on March of Time, the first centered around the origin of the screen production. The second story will be on the "Voice of Time."



London Display for "Ferdinand"

For its 30th birthday celebration, Selfridge's devoted the whole of its Oxford street frontage to 20 animated and illuminated scenes with captions telling the story of Walt Disney's RKO-Radio Technicolor cartoon, "Ferdinand the Bull." The display was arranged by Walt Disney Mickey Mouse and Art Display service for the cartoon's London premiere.

IN THE SHORT SHOPS

MGM

Having done almost one hundred westerns, Jack Perrin gets his first chance at a dramatic role in the latest of John Nesbitt's Passing Parade Series. Entitled "Penny-Ante Racketeers", the short, which is the sixth in the series, is now in production under the direction of Basil Wrangel.

Currently in work under the direction of Frank Zinneman is "Help Wanted", the latest of the Crime Does Not Pay series.

"One Against the World", the seventh of the Passing Parade Series, will go into production next week. Jacques Tourneur will direct and Jack Chertok will produce.

Paramount

In "Paramount Presents Hoagy Carmichael" the ace composer not only appears in this informal subject but also aids in putting over six of his hit tunes. In this musical short, which features Jack Teagarden and his orchestra, Meredith Blake introduces Carmichael's latest composition "That's Right, I'm Wrong". This is followed by unusual pictorial background shots interspersed with musical renditions by Carmichael of his following hit tunes: "Washboard", "Lazybones", "Small Fry", "Rockin' Chair" and the immortal "Stardust".

Columbia

Elias Howe, inventor of the sewing machine, will be the subject of the first one-reel historical short in the series titled, "Fools Who Made History". There will be six in number, each dealing with a great humanitarian and benefactor who was ridiculed and called a fool when he made known his idea. Jan LeMan, well known in Europe for his documentary films, is writing and directing the series, and Hugh McCollum will supervise their production.

Buster Keaton's first comedy under a new contract will be called, "A Pest From The West". Lorna Gray plays the feminine lead, and Jules White produces and directs.

"Static In The Attic" is the title of the Walter Catlett comedy in which Ann Doran, Forbes Murray, Tommy Bond, Beatrice Blinn and John Tyrrell comprise the supporting cast. Charley Chase directed.

The Three Stooges' comedy of the oil wells, directed and produced by Jules White, has been titled, "Oily To Bed, Oily To Rise", and Charley Chase's adventures as a school teacher in a hillbilly section will be released as "Teacher's Pest". Del Lord directed the last named, and Chase and Hugh McCollum co-produced.

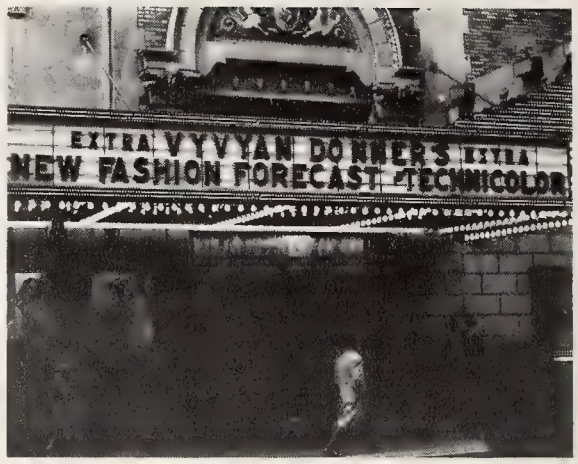
San Francisco's World's Fair was the setting for a Columbia Tours one-reel subject completed last week. Accompanied by Arthur Seid, cutter, and Frank Good, cameraman Hugh McCollum spent a week at the Bay City's famous Treasure Island, filming the most popular points of interest. The entire reel was shot in Cinecolor, the fair's color and beauty being captured with true fidelity.

Vitaphone

Leon Schlesinger has renewed his contract for the 1939-40 season, and will produce 42 cartoons, 15 of which are already in work. Schlesinger will deliver 26 Merrie Melodies, 16 Looney Tunes and a special patriotic cartoon.

Local Boy Makes Good

When Terry McCary discovered that the short subject, "The Champagne Music of Lawrence Welk", featured a band leader who had been a favorite in Corsicana, Texas, some years ago, he proceeded to sell him as a local boy making good, to the delight of the Corsicanians who left their knitting to march down to the Palace Theatre to see him on the screen.



Fashion Reel Up in Lights

The Roxy Theatre, New York, thought enough of Producer Truman Talley's one-reel Technicolor short, "Fashion Forecast for Spring and Summer" to give it prominent marquee billing. These shorts, which are directed by Vyvyan Donner and released through 20th Century-Fox, are proving to be box office stimulants when properly advertised.

Philly Mayor Awards Plaque to Warners for Historical Subject

A special plaque was struck off and presented recently to Norman H. Moray, Vitaphone sales manager, by Mayor S. Davis Wilson of Philadelphia for Warner's historical short subject in Technicolor, "Declaration of Independence."

At a special screening held in the reception room of the Mayor's office which was attended by prominent educators, representatives of women's clubs and patriotic societies, Mayor Wilson awarded the plaque to the company, carrying with it the inscription, "Presented to Warner Bros. Pictures, Inc., by Mayor S. Davis Wilson of the city of Philadelphia, Pa., Custodian of Independence Hall, Philadelphia, Pa., in appreciation of their historical contribution of the Film Version of the Declaration of Independence."

You will no doubt be playing this exceptionally fine short subject. Although such an event as that which took place in Philadelphia may or may not be repeated in your community, you should make it a point to screen the Technicolor special for city officials and leadingg educators as soon as your playdate is set.

Bair Boosts News Reels With Special Ad; Gets Country Folk

When it comes to keeping up with events in Europe or anywhere else, the news reel is an excellent authority. And E. E. Bair, Manager of the Strand and Valentine Theatres, Defiance, O., put that fact over strongly recently in a special ad which read:

"Chamberlain Acts! News is Happening Fast!! Keep Well Informed! Make it a point to see as many News Reels as possible. See in pictures—what you read and hear about. Watch also for every issue of the March of Time . . . they will help you develop a greater field and vocabulary for conversation. Valentine & Strand."

Smart? We'll say so. E. E. certainly knows how to make these subjects real box office assets. Do you?

Before we conclude, we'd like to point out that the Defiance showman appeals to his rural trade by sending out a strip of two-for-one coupons good every Wednesday, Thursday and Friday. This gets the country folk in town during the midweek, and at the same time boosts business. And speaking of boosting, we recommend a national "Boost for Bair" week to honor one of the country's smartest showmen.

. . NEWSREEL SYNOPSES . .

(Released Saturday, May 6)

PARAMOUNT (No. 79)—Italian Libyan troops reviewed by Goering; Party for '69ers at Council Bluffs, Ia.; New Crosley midget auto; British royalty prepares for U. S. trip; Mrs. Roosevelt chooses her wardrobe for English visitors; Cubs vs. White Sox; Babe Ruth teaches softball; Gehrig ends consecutive games record; Japan Day at San Francisco Fair; Scandinavian royalty at N. Y. Fair; Amusement center opens at N. Y. Fair.

MOVIETONE (Vol. 21, No. 68)—Italian Libyan troops reviewed by Goering; Commemorate Washington's inauguration in New York; New air depot dedicated at Sacramento, Calif.; Daredevil at N. Y. World's Fair; British royalty prepares for U. S. trip; Don Budge crowned as all-round sportsman at N. Y. Fair; Sen. Capper, Sen. Lundeen give views on neutrality; Aviation fashions; Lew Lehr's monkey island at N. Y. Fair; Cubs vs. White Sox; Outboard motor boat race; Horse race at Sydney, Australia.

UNIVERSAL (Vol. 11, No. 768)—Apple festival at Wenatchee, Wash.; British royalty prepares for U. S. trip; Norwegian prince visits U. S. S. Tennessee; May Day in Mexico; New road in Indo-China; Fire at Manchester, England; New mercury lamp; New Crosley auto; Japan Day at San Francisco Fair; Gehrig ends consecutive games record; Babe Ruth teaches softball; Stratton baseball game; Amusement center opens at N. Y. Fair.

NEWS OF THE DAY (Vol. 10, No. 264)—Dutch dig defenses; Italian Libyan troops reviewed by Goering; Gas fear grips Paris nurseries; Lionel Barrymore feted on birthday; Thrills feature N. Y. Fair; Japan Day at San Francisco Fair; Elliott Roosevelt leads Gainesville, Texas, circus parade; Apple blossom festival at Wenatchee, Wash.; Mrs. Roosevelt chooses her wardrobe for English visitors; British royalty prepares for U. S. trip; Sweden's king still agile at 81; Speedboat race at Long Beach, Calif.

PATHE (Vol. 10, No. 83)—U. S. Chamber of Commerce; Snow surveyors in Wash. state; Dewey receives Newman award; New Crosley auto; Pet monkey show in Calif.; New mercury light; Columbia-Navy boat race.

(Released Wednesday, May 3)

PARAMOUNT (No. 78)—All roads lead to N. Y. World's Fair; Norwegian royalty visits Fair; United States fleet arrives; Opening of the Fair; Official dedication by President Roosevelt; Inauguration of First President re-enacted in Constitution Mall; Lighting of the Fair at night.

NEWS OF THE DAY (Vol. 10, No. 265)—President Roosevelt opens World's Fair; United States fleet arrives; Ambassador Kennedy voices peace hope overseas; Italian reinforcements for Albania (except Washington); Moscow-America flyers hailed; Apple Blossom festival at Winchester, Va. (Washington only); Pitt wins in Penn Relay carnival; Johnstown wins Wood Memorial turf classic.

MOVIETONE (Vol. 21, No. 67)—President Roosevelt opens World's Fair; Soviet airmen crash in Canada; Victor Emmanuel becomes monarch of Albania; Train wreck at Pittsburgh; Norwegian royalty visits World's Fair; Ambassador Kennedy gives views on world crisis; Johnstown wins Wood Memorial turf classic; Pitt wins in Penn Relay carnival; Drake Relay games at Des Moines; Lew Lehr and his koalas from Australia.

PATHE (Vol. 10, No. 82)—World's Fair opens; Soviet flight ends in Canada crash; New York fetes Norwegian royalty; Italy's King Victor Emmanuel given Albanian crown; Pitt wins in Penn Relay carnival.

UNIVERSAL (Vol. 11, No. 767)—F.D.R. opens N. Y. World's Fair before 600,000; United States fleet arrives; Russian flyers forced down in Canada; New York fetes Norwegian royalty; Mrs. Lindbergh arrives in U. S.; Pitt wins in Penn Relay carnival; Johnstown wins Wood Memorial turf classic.

Short Subject Reviews

ARCADE VARIETIES

Prod. No. 94,210 *Fair*

RKO Nu-Atlas No. 10 11 mins.

Comment: Five vaudeville numbers staged in connection with a comedy act taking place in a penny arcade. East and Dumke, known in radio as "Sisters of the Skillet" appear as salesmen for a new style of peep-show device. A prospective purchaser looks into it and so does the audience. This way Lillian Roth, the Frazee Sisters, Gilrone and Starr and the Six Philharmonicas present their specialties of songs, ballroom dancing, the harmonica playing, respectively. The acts are fairly good. Milton Schwarzwald produced.

Exploitation: Play up the names of the specialty acts, with mention of Lillian Roth as star of stage, screen and recently featured at Billy Rose's Casa Manana; Frazee Sisters as stars who have appeared at Hotel New Yorker Terrace Room, Gilrone and Starr as having appeared at Radio City Music Hall, etc.

SMOOTH APPROACH

Prod. No. 94,310 *Very Good*

RKO Sportscope No. 10 9 mins.

Comment: Grand stuff for golfers, and mighty interesting even for those who don't play the game. Horton Smith, Jimmy Thompson, Ed. Dudley and Dick Metz make up a foursome of golfing stars of the brightest order and demonstrate shots that will amaze many a golfer. Running comment on how the shots are made, slow motion and good camera work make it easy to look at. Bobby Jones also appears in a flash, though not playing the game.

Exploitation: Swell for tieups with sporting goods stores and it is well worth getting displays set at country clubs or golf courses. Invite all interested in game to come and have stars show them how to improve their game.

THEIR LAST BEAN

Prod. No. 9512 *Very Good*

20th-Fox Terrytoon No. 12 7 mins

Comment: The little foxes are bemoaning the fact that they have nothing to eat but beans. But one sly little fox follows the fox hunters and enticing them to follow him finally loses them enabling him to return and carry off their feast. This is one of the best Terrytoons we've seen this year and one of the best in a long time. It's got plenty of humor in it and lacks repeat shots, a fault common with many cartoons. Produced by Paul Terry.

Exploitation: Give the subject a plug in your lobby, programs and newspaper advertising.

PICTORIAL NO. 9

Prod. No. P8-9 *Fair*

Para. Pictorial 10 mins.

Comment: There are three clips. The first one showing the training of the Coast Guard at its Academy is interesting but it has been done before in greater detail; the second showing ducks beneath the water is also just fair; the last clip devoted to how women should dress will prove fascinating to women but quite a bore to the men.

Exploitation: Contact local fashion authorities and invite them to a special screening. Essays on the best fashions for particular types of figures. Nature lovers should be interested in the section on ducks

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

Week Beginning May 6

ASTOR—Penny's Picnic (MGM) rev. 1-7-39; Nostradamus (MGM) rev. 10-15-38; Popular Science No. 2 (Para.) rev. 11-19-38.

CRITERION—The Warning (Alliance Films); Diving Rhythm (Col.); Australia (MGM).

CRITERION—The Warning (Alliance Films); Lone Ranger Rides Again No. 12 (Rep.) rev. 2-18-39.

PARAMOUNT—Pictorial No. 9 (Para.); Good Skates (Para.) rev. 4-29-39; Leave Well Enough Alone (Para.) rev. 4-29-39.

RADIO CITY MUSIC HALL—Society Dog Show (RKO).

RIVOLI—Donald's Lucky Day (RKO) rev. 10-22-38.

ROXY—Inside Baseball (20th-Fox); Their Last Bean (20th-Fox) rev. this issue.

STRAND—Bars and Stripes Forever (Vita.); Mechanix Illustrated No. 4 (Vita.).

CHICAGO LOOP

Week Beginning May 6

APOLLO—Somewhat Secret (MGM) rev. 4-22-39; Leave Well Enough Alone (Para.) rev. 4-29-39.

CHICAGO—Muscle Maulers (20th-Fox) rev. 4-29-39.

GARRICK—Rollin' in Rhythm (Vita.); Unusual Occupations No. 5 (Para.) rev. 4-29-39; Barnyard Egg-citement (20th-Fox) rev. 4-29-39.

ROOSEVELT—Chicken Jitters (Vita.) rev. 4-1-39; Screen Snapshots No. 7 (Col.).

UNITED ARTISTS—While America Sleeps (MGM) rev. 4-22-39.

CLOWN PRINCES

Prod. No. C-938 *Funny*

MGM Our Gang No. 8 9 mins.

Comment: Shades of the good old days! Remember when the Gang used to stage their own circus, or opera, or what have you? and used every piece of equipment in the household? Weren't those comedies swell? Well, here they're back to their old tricks again—staging an amateur circus to raise funds to help pay the rent on the old homestead. A dog with hot water bottles attached to his forelegs is a seal; with his arms and legs stuffed, Alfalfa is the man on the flying trapeze; two boys enclosed in grandmother's corset are the Siamese twins, etc. The kids will howl, and adults will find themselves enjoying every minute of this comedy right along with the children. George Sidney directed.

Exploitation: Bill this as the kind of Our Gang Comedy big brother and sister remember, and that kiddies will love. Arrange a pet parade in which kiddies make up their pet dogs or cats to resemble the ferocious animals usually seen in a circus.

Folder on Sportscopes Sent to Field Trial and Kennel Clubs

A special Sportscope folder on "Bird Dogs" and "On the Wing" have been sent to Field Trial Clubs and Kennel Clubs throughout the United States, it was announced at Pathe headquarters.

A statement in the folder includes the information that "your local theatre can secure both these releases from RKO Radio Pictures, Inc. Just have the members of your club ask the theatre manager to play . . . 'Bird Dogs' and 'On the Wing'."

This is widespread coverage in short subject advertising, so if you get requests to show these subjects you'll readily understand the promotion put behind them.

MOVING VANITIES

Prod. No. 93,705 *Laugh-Getter*

RKO Leon Errol No. 5 17 mins.

Comment: Very amusing nonsense comedy with Leon Errol, Barbara Jo Allen and Eddie Gribbon making the most of a good incident concerning Leon's mistake in deciding to move when landlord refuses to fix a faucet for his wife. He pays a year's advance rent on a new apartment only to find the building has been condemned and the landlord has skipped. They keep the furniture on a truck and go in search of a place to live—the trip taking them to Arizona, when Leon insists he knows the way to his uncle's house in the outskirts of their town. Arrested there on suspicion of trying to rob the house, they return to their original apartment only to find it burned out, and cops in search of Leon for leaving the gas turned on and causing a fire. The windup finds them in Mexico, with a surprise finish. Bert Gilroy directed.

Exploitation: Worthy of a play in advance and mention in newspaper advertising. A moving van figures prominently and a tieup for displays on trucks of van companies can be made to produce results. Signs might read: "We move you without fuss—you'll know what a comfort a good moving job can be when you see and laugh at 'Moving Vanities' at the Blank Theatre."

TELEVISION

Prod. No. 94,609 *Very Interesting*

RKO Reelism No. 9 9 mins.

Comment: Shows how television is presented, revealing a telecast program in the studio, close-ups of receiving sets, interesting shots inside plant where sets are made. This will have especial interest at this time, satisfying a curiosity regarding the new medium of information and entertainment which is figuring in the news as regular television programs get under way. Nothing technical about it—just pictures and explanations in popular form. Produced by Frederic Ullman, Jr., and supervised by Frank Donovan.

Exploitation: Feature it as inside information about television—what it is, how it works, behind-the-scenes shots of an actual telecast of a show from a studio and at a race track. If television sets are available from a local dealer, arrange a lobby display.

DOG-GONE

Prod. No. 93,203 *Poor*

RKO Radio Flash No. 3 16 mins.

Comment: Old-style plotty comedy about a husband who thinks he's very ill because his wife insists he have a physical examination. He confuses advice about his diet prescribed over the phone for the family dog by a veterinarian, for his physician's recommendations for himself, and proceeds to eat raw meat, grass and other outlandish things. His wife thinks he has gone insane and the ensuing mix-up leads to the usual "chase" climax. A good cast includes James Finlayson, Muriel Evans and Gertrude Short. Comedy material is thin and conventional amusement. Charles Roberts directed.

Exploitation: Cake-baking incident and good brief sequence performed by a dog are worth teaser mention in program or advance display, featuring lines to the effect that wives who are good cooks can learn how Mrs. Jones made a mistake in making such a tempting cake in "Dog-Gone."



K. C.'s Biggest Premiere

The world Premiere of Paramount's "I'm From Missouri" at the Newman Theatre recently was the biggest Kansas City, Mo., residents had seen in years. Tieups were arranged with virtually every store in the downtown area. Shown at the top is a window display on fashions, while at the bottom is the Newman on the night of the premiere. You can get a good idea of the tremendous crowds at the opening from this picture.

San Francisco and Oakland Campaigns On "Love Affair" Compete With Fair

With the San Francisco Fair in full blast and merchants there and in Oakland devoting their windows and attention in general to its promotion, theatre managers must turn in part to other avenues for exploitation. Manager George Bole and Publicity Manager Ben Westland of the Golden Gate and Manager Frank Burhans and Publicity Manager Paul Spiers of the Paramount, Oakland, have shown their resourcefulness through comprehensive promotion on "Love Affair" campaigns that are above normal for their ingenuity and scope.

A "Love Affair" essay contest through a tie-in with the *Daily News*, a *Call-Bulletin* telephone interview with Leo McCarey in Hollywood, a full page in the *Sunday Chronicle* based on famous San Francisco love affairs, a *News'* Want Ad contest, music and furniture store hook-ups featured the Golden Gate set-up. "Your Love Affair" was the subject for daily interviews over Station KFRC. Huge art heads of Irene Dunne and Charles Boyer with cut-out letters were on display in the outer lobby 24-sheet frames two months before the opening date. Pellicano and Podesto, florists, co-operated in a "Love Affair Gardenia Matinee," with five hundred gardenias given to the early women patrons.

Highlighting the campaign by Manager Frank Burhans of the Paramount was a Tribune Old Timers Night, centered around a search for the Oakland couples longest married, a *Post-Enquirer* "Love Affair Kiss Print" contest, *Tribune* Want Ad contest, a Western Union tie-in with theme of "Keep your love affair alive by Western Union," gardenia matinee, store tieups and elaborate lobby art. The Jackson Furniture Company staged a search for young couples having a "love affair that will lead to marriage." Crowds were photographed and couples picked out and circled in white. These were blown up for window display and couples identifying themselves as engaged to be married were presented with a hope chest.

A unique wedding bell stunt consisted of the use of three bells on the marquee hooked up to a loud speaker and rung at the start of each performance.

APRIL, 1939 INDEX

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CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address, Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book containing every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BUSINESS STIMULANTS

THEATRE OWNERS. Don't be a sucker and pay royalties on any theatre game—Play Double Bingo—and buy the cards as you want them—You will increase your business 25% to 50%—They cost you $1.25 a thousand—It's like Keno, Screeno, Tango. The big difference is a double card. World Wide Theatrical Agency, 148 Leavenworth St., San Francisco, Calif.

SEAT REPAIR MATERIAL

ARTIFICIAL LEATHER MOLESKIN 81c per yard; Sateen 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merimac St., Boston.

SOUND-PROJECTION SERVICING

$3 BRINGS YOU INSTRUCTIONS on servicing your sound and projection equipment for entire year! This service includes "How to Service" your complete sound equipment, amplifier, soundheads, speakers, etc.; "How to service and repair your projectors, intermittent movements, Arc Lamps," etc.; and additional service pages during the year; free consulting service; also loose-leaf binder for service sheets; film for setting lenses; book on tubes. Written and illustrated in simple, easy to understand words.—You need this service even if you have service,—more so if you don't have service.—Send me complete details, tubes, make, etc; projectors, lamps, make. WESLEY TROUT, Consulting Engineer, Box 575, ENID, OKLAHOMA.

USED EQUIPMENT

NO MATTER what you have to sell a classified ad in STR will reach a wide volume of potential buyers at a cost too small to be considered an expense. STR classified ads are read because many who have used this medium expressed their satisfaction of the results they secured. Let us do the same for you. The cost is only 10c per word, five insertions for the price of three. Address, Classified Dept., SHOWMEN'S TRADE REVIEW, New York City.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Everything is Rhythm (Mu)		Harry Roy & Band		2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien			Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan			Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon			Reissued
Monster Walks (My-D)	60	Mischa Auer			Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess			Reissued
Rain (D)	85	J. Crawford-W. Huston			Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister			Reissued
Sky Devils (C-D)	88	Spencer Tracy			Reissued
Street Scene (D)	79	Sylvia Sidney			Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire			Reissued
Tombstone Canyon (W)	67	Bob Burns			Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff			Reissued
Tumbleweeds (W)		William S. Hart		5/1/39	Reissue
Woman Unafraid (D)	66	Gallagher-Gleason			Reissued

COLUMBIA

1937-38

City Streets (D)	68	Fellows-Carrillo	(F)	7/1/38	b6/25/38
Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
Highway Patrol (D)	58	Paige-Wells	(F)	6/27/38	b6/11/38
Holiday (C-D)	94	K. Hepburn-C. Grant	(F)	6/15/38	b5/21/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Pioneer Trail (W)	55	Luden-Barclay		7/15/38	a5/14/38
Reformatory (D)	61	Jack Holt-Wynters	(F)	7/21/38	b7/2/38
South of Arizona (W)	56	Starrett-Meredith	(F)	7/28/38	b10/8/38
Stagecoach Days (W)	58	Jack Luden-Eleanor Stewart		6/20/38	a4/9/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38
West of Cheyenne (W)	53	Starrett-Meredith	(F)	6/30/38	b8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Arizona Cowboy (W)		Charles Starrett-Iris Meredith		5/25/39	a5/6/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Coast Guard		Scott-Bellamy-Perry			In Prod.
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W) (Former title, "California Cavalcade")	54	Bill Elliott-Luana de Alcaniz		1/19/39	a11/19/38
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris		Joan Blondell-Melvyn Douglas		6/30/39	In Prod.
Hidden Power		Jack Holt-Gertrude Michael			In Prod.
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Man From Sundown (D)		Chas. Starrett-Iris Meredith			In Prod.
Missing Daughters (D)		Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W) (Former title, "Mounted Police")	64	Chas. Starrett-Linda Winters		3/30/39	a2/4/39
Only Angels Have Wings (D)		Jean Arthur-Cary Grant		5/25/39	a4/8/39
Outside These Walls (D)		Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Parents on Trial		Jean Parker-Johnny Downs			In Prod.
Rio Grande (W) (Former title, "North of Texas")	59	Chas. Starrett-Ann Doran		12/8/38	a10/1/38
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39	b4/29/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W) (Former title, "The Oklahoma Trail")		Chas. Starrett-Iris Meredith		4/27/39	a3/18/39
Strange Case of Dr. Meade (D) (Reviewed as "Outside the Law")	65	Jack Holt-Beverly Roberts	(F)	12/15/38	b10/29/38
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

1939-40

Mr. Smith Goes to Washington		Jean Arthur-James Stewart			In Prod.

GAUMONT BRITISH 1938-39 (Dist. by 20th-Fox)

Chicago Ben (C) (Reviewed as "Hey! Hey! U.S.A.")	93	Kennedy-Hay-Bupp	(F)		b10/8/38
Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D) (Reviewed as "A Clown Must Laugh")	78	Tauber-Duna	(A)		b10/15/38
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D) (Reviewed as "Illegal Holiday")	72	Lodge-Lockwood	(A)	7/1/38	b2/12/38
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38

GRAND NATIONAL 1937-38

Dangerous Secrets (D) (Reviewed as "Brief Ecstasy")	70	P. Lukas-L. Travers	(A)	8/19/38	b8/28/37
Held for Ransom (D)	60	B. Mehaffey-G. Withers	(F)	6/7/38	b6/18/38
High Command (D)	59	L. Atwill-L. Mannheim	(A)	7/15/38	b7/30/38
I Married a Spy (D)	59	N. Hamilton-B. Horney	(A)	7/1/38	b7/30/38
King of the Sierras (AD)	57	Rex—Sheik, the wonder horse		8/28/38	Not Rev.
Life Returns (D)	60	O. Stevens-L. Wilson	(F)	6/10/38	b7/30/38
Renfrew of the Great White Trail (D)		Newell-Walker		7/22/38	a6/18/38
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38

GRAND NATIONAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F)	11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull		1/20/39	a12/31/38
Exile Express (D)	61	Anna Sten-Alan Marshal	(A)	1/20/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F)	10/21/38	b9/17/38
Lady Takes a Chance (D) (Former title, "Everything Happens to Ann")	69	Heather Angel-John King			a3/4/39
Long Shot (D)	69	Marsha Hunt	(F)	1/6/39	b12/31/38
Miracle of Main Street		Margo			In Prod.
Panama Patrol (D)	67	Charlotte Wynters-Leon Ames	(F)		b2/25/39
Renfrew Saves a Lady		James Newell		2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F)	1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F)	10/14/38	b9/17/38
Singing Cowgirl (Former Title "Lady Buckaroo")		Dorothy Page-David O'Brien			a11/19/38
Six-Gun Rhythm (W)	55	Tex Fletcher-Joan Barclay	(F)		b2/18/39
Sunset Murder Case (D) (Former title, "Murder on Sunset Boulevard")	57	Sally Rand		11/11/38	a8/20/38
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F)	10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F)	1/13/39	b1/14/39
Water Rustlers (W) (Former title, "The Last Barrier")	54	Dorothy Page-David O'Brien		1/6/39	a11/19/38

MGM

1937-38

Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Chaser (C)	75	O'Keefe-Stone-Pendleton	(F)	7/29/38	b7/30/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Fast Company (My-D)	75	M. Douglas-F. Rice	(F)	7/8/38	b7/2/38
Lord Jeff (D)	84	F. Bartholomew-M. Rooney	(F)	6/24/38	b6/25/38
Love Finds Andy Hardy (C-D)	92	Stone-Rooney-Garland	(F)	7/22/38	b7/16/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Port of Seven Seas (D)	81	Beery-O'Sullivan	(A)	7/1/38	b4/2/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38
Shopworn Angel (D)	87	M. Sullavan-J. Stewart	(F)	7/15/38	b7/2/38
Three Comrades (D)	98	Taylor-Tone-Young-Sullavan	(A)	6/3/38	b5/28/38
Toy Wife (D)	94	Rainer-Douglas-Young	(A)	6/10/38	b6/4/38
Woman Against Woman (D)	60	Marshall-Bruce-Astor	(A)	6/17/38	b6/25/38

1938-39

Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (D)		Mickey Rooney-Lewis Stone			a4/29/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C) (Former title, "Maiden Voyage")		Rob't Young-Billie Burke		5/26/39	a3/4/39
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10/38
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)		Robert Donat-Greer Garson			a2/18/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maizie Was a Lady (D)		Rob't Young-Ann Sothern			a4/29/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
5,000 Enemies (D)		Walter Pidgeon-Rita Johnson			a4/29/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Stronger Than Desire		Virginia Bruce-Walter Pidgeon			In Prod.
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan (D)		Weissmuller-O'Sullivan			a2/18/39
Tell No Tales (D) (Former title, "One Hundred to One")		Melvyn Douglas-H. B. Warner		5/12/39	a3/18/39
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

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Gone With the Wind		Gable-Leigh-Howard (Tech.)			In Prod.
Lady of the Tropics		Hedy Lamarr-Rob't Taylor			In Prod.
On Borrowed Time (D)		Lionel Barrymore-Beulah Bondi			a4/29/39
Wizard of Oz (Tech.)		Judy Garland-Frank Morgan			a11/12/38
Women, The		Shearer-Crawford-Russell			In Prod.

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Man's Country (W)	53	Jack Randall	(F)	7/6/38	b8/6/38
Marines Are Here (D)	60	J. Travis- G. Oliver	(F)	6/8/38	b5/28/38
Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38
Romance of the Limberlost (D)	82	J. Parker-E. Linden	(F)	6/22/38	b6/18/38

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Across the Plains (W)		Jack Randall-Joyce Bryant		6/1/39	a4/29/39
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)		Frankie Darro		5/1/39	a4/1/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Drifting Westward (W) (Former title, "Santa Fe Bound")		Jack Randall-Ethel Duran		1/25/39	a1/7/39
Down the Wyoming Trail (W)		Tex Ritter		5/18/39	a4/22/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Girl From Nowhere (D)		Anne Nagel-Warren Hull		6/16/39	a5/6/39
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)		John Carroll-Movita		5/8/39	a4/8/39

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Bar 20 Justice (W)	66	Boyd-Hayden	(F)	6/24/38	b4/16/38
Booloo (D)	60	C. Tapley-S. Asmara	(F)	7/22/38	b7/23/38
Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Farewell to Arms (D)	99	Cooper-Hayes	(A)	6/3/38	Reissued
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Prison Farm (D)	68	L. Nolan-W. Frawley	(A)	6/17/38	b6/11/38
Professor Beware (C)	90	H. Lloyd-P. Welch	(F)	7/15/38	b7/16/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38
Tropic Holiday (Mu-C)	75	Lamour-B. Burns-Raye	(F)	7/1/38	b7/2/38
You and Me (D)	92	Raft-Sidney	(A)	6/1/38	b6/4/38

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Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D) (Reviewed as "Vessel of Wrath")	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Bulldog Drummond's Bride (D) (Former title, "Mr. & Mrs. Bulldog Drummond")		John Howard-Heather Angel		7/28/39	a3/25/39
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Federal Offense (My)		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (D)		Gracie Allen-Warren William		6/2/39	a2/25/39
Grand Jury Secrets (D)		John Howard-Gail Patrick		6/23/39	a2/18/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)		Ray Milland-Isa Mirandi		5/12/39	a12/17/38
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)		Fred MacMurray-Irene Dunne		6/16/39	a2/25/39
Island of Lost Men		Anna May Wong-A. Quinn		6/30/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)		Jack Benny-Dorothy Lamour		7/7/39	a2/4/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		7/14/39	a4/8/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker (Mu-C)		Bing Crosby-Louise Campbell		8/25/39	a5/6/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)		Bob Hope-Shirley Ross		5/19/39	a2/25/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Undercover Doctor (My) (Former title, "Federal Offense")		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D) (Former title, "Me and My Gal")		Buck Jones-Helen Twelvetrees		5/26/39	a12/31/38
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

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Beau Geste (D)	Gary Cooper-Ray Milland		a3/4/39
Cat and the Canary (My-D)	Bob Hope-Paulette Goddard		a4/22/39
Disputed Passage	Dorothy Lamour-Akim Tamiroff		In Prod.
Geronimo (D)	Preston Foster-Ellen Drew		a4/8/38
Gulliver's Travels	Tech. Cartoon Feature		In Prod.
Heaven On a Shoestring	Pat O'Brien-Olympe Bradna		In Prod.
Homework	Mary Boland-Charlie Ruggles		In Prod.
Lawful Outlaws	Wm. Boyd		In Prod.
Our Leading Citizen	Bob Burns-Susan Hayward		In Prod.
Ruler of the Seas	Fairbanks, Jr.—Lockwood		In Prod.
St. Martin's Lane (D)	Laughton-Leigh	(F)	b7/9/38
What a Life (C)	Jackie Cooper-Betty Field		a4/8/39

R.K.O.-RADIO 1937-38

Blond Cheat (C)	61	Fontaine-DeMarney	(A)	6/17/38	b5/28/38
Border G-Man (W)	61	Geo. O'Brien	(F)	6/24/38	b6/18/38
Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Crime Ring (D)	70	Lane-Mercer	(F)	7/8/38	b7/2/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Having Wonderful Time (C)	70	G. Rogers-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
I'm From the City (C)	70	Joe Penner	(F)	7/22/38	b7/30/38
King Kong (D)	100	Wray-Cabot-Armstrong	(A)	6/10/38	Reissued
Little Women (D)	115	Hepburn-J. Bennett-Lukas	(F)	7/8/38	Reissued
Mother Carey's Chickens (D)	82	R. Keeler-A. Shirley	(F)	7/29/38	b7/30/38
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Saint In New York (D)	72	L. Hayward-Kay Sutton	(F)	6/3/38	b5/7/38
Sky Giant (D)	80	R. Dix-C. Morris	(F)	7/29/38	b7/23/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)		Alice Eden-John Archer			a5/6/39
Dove (D)		Steffi Duna-Lee Carrillo		5/26/39	a4/22/39
Five Came Back (D)		Chester Morris-Wendy Barrie		6/2/39	a4/22/39
Fixer Dugan (D)	68	Lee Tracy-Virginia Weidler		3/21/39	a2/25/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl From Mexico (D)		Lupe Velez-Donald Woods			a4/8/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Little Mother (C)		Ginger Rogers-David Niven			a3/25/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Memory of Love		Lombard-Grant-Francis			In Prod.
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D) (Former title, "Second Shot")		Lucille Ball-Allen Lane		5/12/39	a3/18/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Racketeers of the Range (W)		Geo. O'Brien		5/19/39	a4/8/39
Rookie Cop (D) (Former title "G Dog")	60	Tim Holt-Virginia Weidler		4/28/39	a4/1/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	a4/29/39
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/38
Way Down South		Bob Breen			In Prod.

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Army Girl (D)	87	P. Foster-M. Evans	(F)	7/15/38	b7/23/38
Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desert Patrol (W)	56	B. Steele-M. Weldon	(F)	6/6/38	b6/4/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Gold Mine in the Sky (Mu-W)	60	Autry-Hughes-Burnette	(F)	7/4/38	b7/9/38
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Ladies In Distress (C-D)	65	Skipworth-Moran	(F)	6/13/38	b6/11/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Riders of the Black Hills (W)	55	3 Mesquiteers	(F)	6/15/38	b6/25/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mountain Rhythm (W)		Gene Autry-Smiley Burnette			a5/6/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Road to Eldorado (W)		Roy Rogers-Mary Hart			In Prod.
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
Southward Ho! (W) (Former title, "Headin' for Texas")		Roy Rogers-Mary Hart			a4/22/39
Stand Up and Sing		Byrd-Cabot-Ryan			In Prod.
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)		3 Mesquiteers		5/5/39	a4/1/39
Tidal Wave (D)		Ralph Byrd-Kay Sutton			a4/29/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Zero Hour (D) (Former title, "All the Tomorrows")		Frieda Inescort-Otto Kruger			a4/22/39

TWENTIETH CENTURY-FOX

1937-38

Always Goodbye (D)	70	B. Stanwyck-H. Marshall	(F)	7/1/38	b6/25/38
I'll Give a Million (C-D)	70	W. Baxter-M. Weaver	(F)	7/22/38	b7/16/38
Josette (D)	74	Simone Simon-Don Ameche	(F)	6/3/38	b6/4/38
Little Miss Broadway (C-D)	70	Shirley Temple	(F)	7/29/38	b7/9/38
Mr. Moto Takes a Chance (D) (Reviewed as "Look Out, Mr. Moto")	65	Lorre-Hudson-Bromberg	(F)	6/24/38	b10/30/37
One Wild Night (My-D)	71	Baldwin-Lang	(F)	6/10/38	b5/14/38
Panamint's Bad Man (W)	60	Ballew-Daw	(F)	7/8/38	b10/1/38
Passport Husband (C-D)	73	Erwin-Moore	(F)	7/15/38	b7/2/38
Three Blind Mice (C-D)	75	L. Young-J. McCrea	(F)	6/17/38	b6/11/38
We're Going to Be Rich (Mu-D)	80	Gracie Fields-McLaglen-Donlevy	(F)	7/8/38	b5/14/38

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)		Jane Withers-Robert Kellard		5/19/39	a4/1/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My-D)		Sidney Toler-Phyllis Brooks		6/16/39	a3/11/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Gorilla (My-D)		Ritz Bros.-Anita Louise		5/26/39	a3/11/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (My)		Stuart Erwin-Gloria Stuart		6/30/39	a5/6/39
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)		Jones Family		6/2/39	a12/24/38
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39

(Continued on next page)

TWENTIETH CENTURY-FOX (Continued)

Title	Mins.	Stars		Rel. Date	See Issue of
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
(Reviewed as "Paddy Darling")					
So This Is London (C)	70	Drayton-Hare	(A)		b2/4/39
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D)	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
(Reviewed as "Meridian 7-1212")					
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
White Lady of the Orient (D)		Alice Faye-Warner Baxter		7/7/39	a8/13/38
(Former title, "By the Dawn's Early Light")					
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)		Henry Fonda-Marjorie Weaver		6/9/39	a4/8/39

1939-40

Charlie Chan at Treasure Island	Sidney Toler-Sen Yung			In Prod.
East Side, West Side	Kane Richmond-Amanda Duff			In Prod.
Hotel For Women	Elsa Maxwell			In Prod.
Jones Family at the Grand Canyon	Jed Prouty-Spring Byington			In Prod.
Rains Came	Loy-Power-Brent			In Prod.
Stanley and Livingstone (D)	S. Tracy-Greene-Kelly			a3/4/39

UNITED ARTISTS 1938-39

Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D)	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
(Reviewed as "Mutiny In the Mountains")					
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett			a3/25/39
Music School		Jascha Heifetz			In Prod.
Over the Moon		Oberon-Rex Harrison (Tech.)			In Prod.
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Real Glory		Gary Cooper-Andrea Leeds			In Prod.
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Winter Carnival		Ann Sheridan-Richard Carlson			In Prod.
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)		b4/29/39

UNIVERSAL 1937-38

Danger On the Air (My)	65	D. Woods-N. Grey	(A)	7/1/38	b7/2/38
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/5/38	b8/6/38
Little Tough Guy (D)	85	Wilcox-Parish-Dead End Kids	(F)	7/22/38	b7/16/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
Outlaw Express (W)	55	Bob Baker	(F)	6/17/38	b7/23/38
Prison Break (D)	68	Farrell-MacLane	(F)	7/15/38	b7/16/38
Rage of Paris (C-D)	76	D. Darrieux-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38
Western Trails (W)	57	Baker-Reynolds		6/3/38	a5/14/38
Wives Under Suspicion (D)	68	W. William-G. Patrick	(A)	6/3/38	b6/11/38
Young Fugitives (D)	67	D. Kent-R. Wilcox	(F)	6/24/38	b6/25/38

1938-39

Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)		McLaglen-Grey-Brown			a4/22/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)		June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Inside Information		June Lang-Dick Foran			In Prod.
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear		Wm. Gargan-Irene Hervey			a4/1/39
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets (D)		Fairbanks, Jr.-Barbara O'Neil		5/26/39	a5/6/39
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		5/19/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

1939-40

In Old California	Richard Arlen-Constance Moore		In Prod.
Old Grad (D)	Charley Grapewin-Anita Louise		a5/6/39

WARNER BROS. 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Amazing Dr. Clitterhouse (C-D)	87	Robinson-Bogart-Trevor	(A)	7/30/38	b6/25/38
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Cowboy From Brooklyn (Mu)	80	D. Powell-P. Lane	(F)	7/16/38	b6/11/38
Gold Diggers in Paris (Mu)	95	R. Vallee-R. Lane	(F)	6/11/38	b5/14/38
Little Miss Thoroughbred (D)	64	Wayne Morris-June Travis	(F)	6/4/38	b4/30/38
Men Are Such Fools (C-D)	69	Morris-P. Lane	(F)	7/2/38	b6/4/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
My Bill (C-D)	65	Francis-Litel	(F)	7/9/38	b6/25/38
Penrod's Double Trouble (C-D)	60	Mauch Twins-The Lockharts	(F)	7/23/38	b4/2/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38
When Were You Born (D)	64	Wong-Lindsay-Averill	(A)	6/18/38	b6/11/38
White Banners (D)	90	C. Rains-Kay Johnson	(F)	6/25/38	b5/28/38

1938-39

Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)		Ronald Reagan-Rosella Towne		5/27/39	a1/14/39
(Former title, "Smashing the Spy Ring")					
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Devil On Wheels (D)		Pat O'Brien-Ann Sheridan			a3/18/39
(Former title, "The Roaring Crowd")					
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Family Affair (C)		John Garfield-Priscilla Lane			a3/4/39
(Former title, "Family Reunion")					
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Gantry the Great (D)		Edith Fellows-Jimmy McCallion			a3/25/39
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)		Lindsay-Dead End Kids			a2/18/39
Hobby Family (D)		Jane Bryan-Henry O'Neill			a5/6/39
Juarez (H-D)	132	Paul Muni-Bette Davis	(F)		b4/29/39
Kid From Kokomo (C)		Pat O'Brien-Joan Blondell			a1/7/39
(Former title, "Broadway Cavalier")					
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Lighthorse Harry (C)		Bert Wheeler-Marie Wilson			a4/29/39
Man Who Dared D)	59	Charles Grapewin-Jane Bryan	(F)		b4/8/39
(Reviewed as "I Am Not Afraid")					
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas			a3/4/39
Naughty, But Nice (C)		Dick Powell-Gale Page			a12/10/38
(Former title, "Always Leave Them Laughing")					
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Sweepstakes Winner (C)		Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson			a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/30	b1/21/39

1939-40

Battle of City Hall (D)	Dead End Kids-Reagan-Sheridan		a4/1/39
Dust Be My Destiny	John Garfield-Jane Bryan		In Prod.
Nancy Drew and Hidden Staircase	Bonita Granville-Frankie Thomas		In Prod.
Not Wanted	Gloria Dickson-Dennis Morgan		In Prod.
Old Maid (D)	Bette Davis-George Brent		a5/6/39
Torchy—Dead or Alive	Jane Wyman-Tom Kenneky		In Prod.

STATES RIGHTS

Code of the Cactus (W)		Tim McCoy		Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Dark Sands (D)	65	Robeson-Wilcoxon-Ford	(F)	Record	b7/30/38
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Juarez and Maximilian	95	Medea Novara-L. Atwill	(F)	Torres	b4/29/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House (D)	57	Stone-Lee	(A)	Jay-Dee Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Trigger Fingers (W)		Tim McCoy-Jill Martin		Victory	a5/6/39
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/38
They Were Five (D)	79	French Cast	(F)	Lenauer	b6/4/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built		7	Not Rev.
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs		7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Good Old American Home		10½	Not Rev.
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View		7	Not Rev.
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
SPORT THRILLS (13)			
Diving Rhythm		10	Not Rev.
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol		11	Not Rev.
Inside the White House	Fair	11	2/11/39
Washington	Very Good	10	12/17/38

EDUCATIONAL 1938-39

CAVALCADE OF STUFF (2)			
No. 1	Swell Stuff	10	9/10/38
No. 2	Excellent	10	9/10/38

MGM 1938-39

	Comment	Running Time	Reviewed Issue of
CARTOONS (15)			
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Money to Loan	Excellent	20	4/ 1/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried		21	Not Rev.
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Clown Princes	Funny	10	5/ 6/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men In Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia		9	Not Rev.
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary		9	Not Rev.
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

1939-40

CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIX (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineer		7	Not Rev.
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39

PARAMOUNT (continued)

	Comment	Running Time	Reviewed Issue Of
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!.	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)			
Brave Little Tailor	Great	9	9/ 3/38
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ		8	Not Rev.
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
Uncle Sam-Good Neighbor	Good	18½	11/26/38
Refugee—Today & Tomorrow	Tops	17	12/24/38
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors		10	Not Rev.
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball		10	Not Rev.
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G. Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)
DRIBBLE PUSS PARADE—LEW LEHR (6)
FASHION FORECASTS (4) (Tech.)
MAGIC CARPET OF MOVIETONE (6)
SPORTS REVIEWS—THORGERSEN (6)
TERRYTOONS (26) (10 in Tech.)

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jingle, The		10	Not Rev.
Maharajah		10	Not Rev.
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallows		19	Not Rev.
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes		19	Not Rev.
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Muts		7	Not Rev.

1939-40

CARTUNES (13) WALTER LANTZ
GOING PLACES (15)
MENTONE MUSICALS (13)
SPECIAL SUBJECT (1)

March of Freedom		20	Not Rev.

STRANGER THAN FICTION (15)

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)			
Boarder Trouble		17	Not Rev.
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience		10	Not Rev.
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please		20	Not Rev.
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky and Teabiscuit		7	Not Rev.
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Clyde McCoy		10	Not Rev.
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever		7	Not Rev.
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire		12	Not Rev.
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards		10	Not Rev.
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way		10	Not Rev.
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)
COLOR PARADE (10)
LOONEY TUNES (16)
MELODY MASTERS (10)
MERRIE MELODIES (26) (Tech.)
VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of the Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

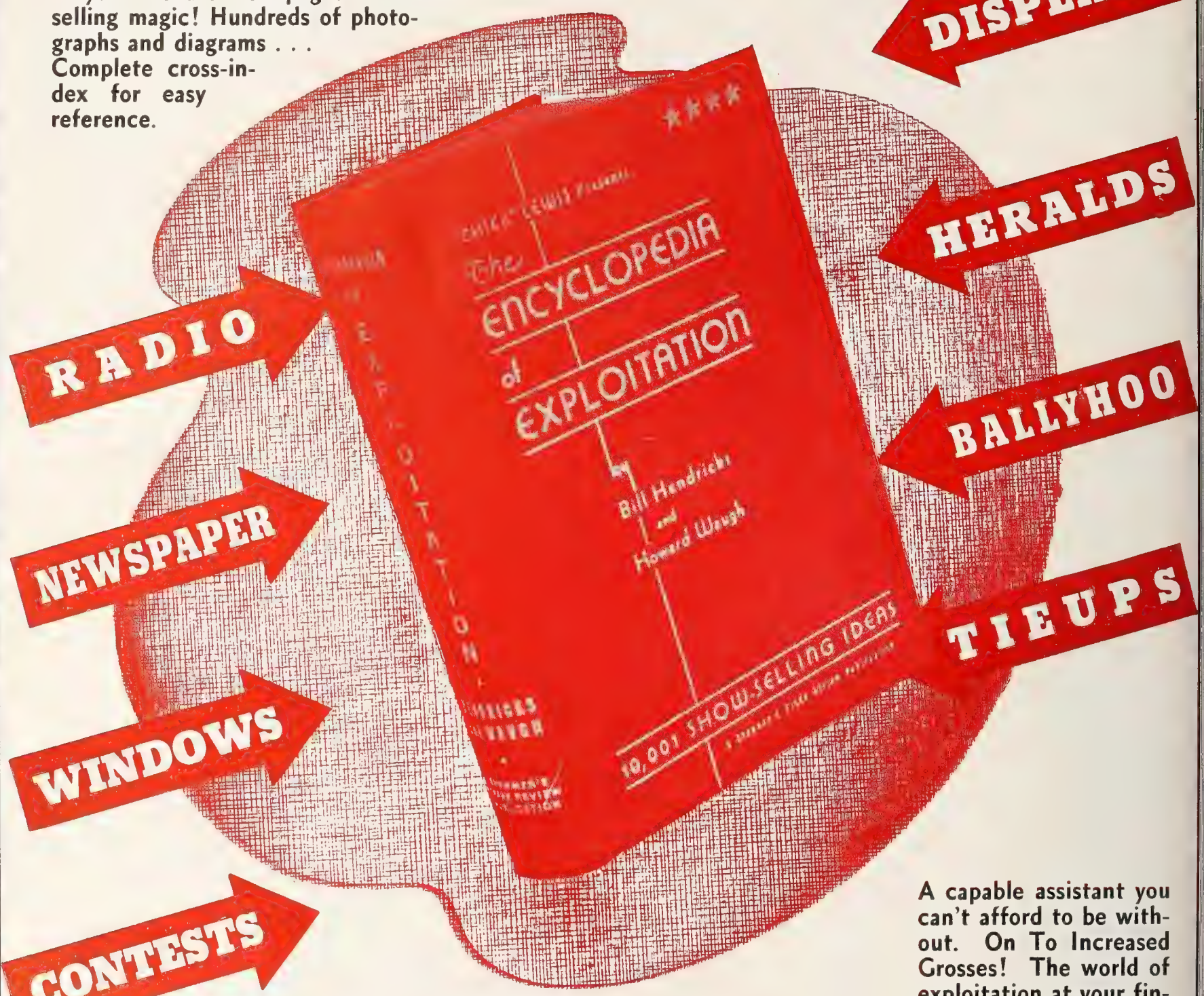
	No. Chaps.	Reviewed Issue Of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Secret of Treasure Island	15 Chaps.	4/ 2/38
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Dick Tracy Returns	15 Chaps.	8/ 6/38
Fighting Devil Dogs	12 Chaps.	5/28/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Flaming Frontiers	15 Chaps.	6/ 4/38
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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5/6/39

"Chick" Lewis,
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SHOWMEN'S MOTION PICTURE Trade Review

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

Boy Friend
Fixer Dugan
Hotel Imperial
Some Like It Hot
Boys' Reformatory
Invitation to Happiness
Only Angels Have Wings
For Love Or Money
Rangle River
Panama Lady
Rookie Cop

May 13, 1939
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MATTHEW FOX

Vice-President and a production executive of Universal. His long experience in theatres has enabled him to give the theatreman's viewpoint to Universal's productions which has always been a cardinal company policy.



THEY SAW THE PICTURE

JAMES HILTON (*author of the novel*)—"'Goodbye Mr. Chips' is an author's dream fulfilled—a picture that does for him practically all that he would like to do for himself if he owned a studio and had a million dollars to spare."

ALEXANDER WOOLLCOTT (*"The Town Crier," author and critic*)—"The best moving picture I have ever seen...A beautiful and perhaps immortal story has been translated from one medium to another with tenderness and imagination and genius . . . the most moving of all moving pictures is the one called 'Goodbye Mr. Chips'."

SPENCER TRACY (*actor*)—"I can remember no greater performance."

LILLIAN GISH (*actress*)—"More appealingly tender than the book."

EDDIE CANTOR (*actor*)—"One of the greatest, if not the greatest motion picture I have ever seen."

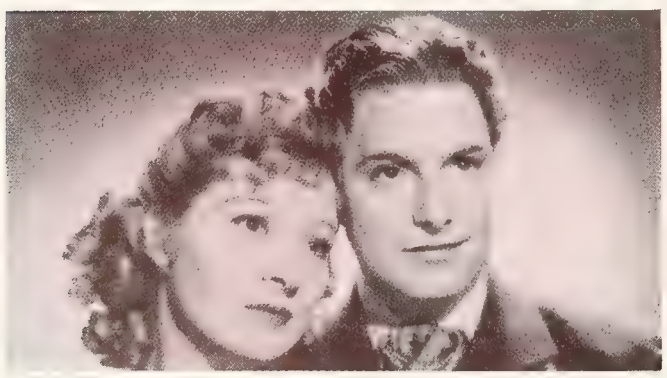
MARC CONNELLY (*playwright*)—"The best sentimental picture I've ever seen."

WALTER WINCHELL (*columnist*)—"Orchids to M-G-M's 'Goodbye Mr. Chips'—destined to make movie hit history."

MOSS HART (*playwright*)—"I have seen about four really great pictures in my life. 'Goodbye Mr. Chips' is one of them."

JIMMIE FIDLER (*radio commentator*)—"It's a picture to remember always."

ED SULLIVAN (*columnist*)—"Make a small bet that 'Goodbye Mr. Chips' will win the Academy Award"



M-G-M's STAR POWER in '39-'40!

With Robert Donat's performance as "Mr. Chips" already prophesied for the Academy Award—with Greer Garson, an overnight sensation—M-G-M's galaxy of great stars is even further strengthened. Never in the history of films has any one company offered its customers such a wealth of personalities!

DIRECTED BY SAM WOOD
Sheriff, Claudine West
Produced by Victor Saville



OPENS MAY 16th

It is being launched in the same showmanship manner that gave nationwide fame to "Pygmalion", now concluding a brilliant 6-month run at the Astor!

HELLO MR. EXHIBITOR!

"GOODBYE MR. CHIPS" is the greatest thing that could happen for the benefit of the entire motion picture industry!

(and you'll be prouder than ever to be an M-G-M showman!)

The Editorial Page

Strange Bedfellows

What significance, if any, should be placed upon the surprising, brotherly-love gesture between Brandt of N. Y. ITOA and Cohen of N. Y. Allied?

In some circles, the ITOA is considered the arch enemy of Allied and in still other circles, Cohen is beginning to leave the impression that he is not as pro-Allied as the name of his unit would imply.

At the present writing we find ITOA throwing its full weight behind the coming Allied Convention and Exposition to be held in New York later this month. It would have appeared far more natural for them to be throwing monkey-wrenches instead.

It is wonderful to see such brotherly-love and cooperation between these two leaders and their organizations and we wish we could feel confident that all is as it appears on the surface. But somehow or other it seems to portend something or other.

Would you care to venture a guess?

△ △ △

Dog Racing

Of all the vicious forms of movie theatre competition, Dog Racing is about the worse for more reasons than it should be necessary to list here.

Unfortunately, in the customary picture business fashion, theatremen fail to pay much attention to this rapidly spreading evil until it reaches right into their own communities. Then they start getting excited and trying to get rid of them.

The time to fight dog racing is long before it becomes a possibility. Immediate steps should be taken to see that local ordinances or state laws are passed making such a so-called sport illegal in your town and state.

After such a plant opens it becomes increasingly difficult to dislodge it. But you can beat them to the punch by making it impossible in the first place. Fortunately, you will not lack for supporters to back you up. Every church, civic-minded citizen and all of your local welfare and other organizations will help you make dog racing a definitely tabooed "sport" if you do your fighting now.

△ △ △

The Exhibitor's Task

In Atlantic City at the Columbia Convention, Jack Cohn, voiced an opinion that coincides with STR's viewpoint of many years' standing. Namely; that theatremen in general must not depend upon the distributors to sell the pictures to the public but should do that themselves.

Smart showmanship and aggressive selling of the picture to the community have been coming back strongly for the past year or two. Prior to that time the general readjustment of the theatre business brought such activity to its lowest point in many years.

While we are inclined to the feeling that a national advertising campaign, such as was waged last fall, serves a good purpose, the important selling of a theatre's attractions must emanate from the local theatre and not from a nationally conducted advertising campaign. While it is true that the latter is helpful it comes practically to naught when not supported by local activity.

Showmanship, like charity, begins (and ends) at home.

△ △ △

More Wasted Effort

That ol' debbil, the "double feature", again enters the national spot-light through the medium of a national campaign being sponsored by the Fawcett Publications and their *Screen Book Magazine*.

And of course if the vote is a landslide against duals the natural result is supposed to bring about their elimination, which, as we all know, is a lot of bunk; as witness the past polls and surveys in which a given community voted against doubles almost nine to one . . . but patronized the theatres playing the doubles.

Making propaganda out of an industry problem or practice is getting old and creaky but with a little encouragement anyone will try anything . . . especially when it will boost circulation and revenue for the sponsor.

The double feature is a problem only insofar as it affects the industry and it will never be eliminated until ALL exhibitors throughout the country agree to it unanimously, which is just about as simple, right now, as growing a pair of wings and flying to the moon.

△ △ △

Legislative Problems

Not until your state legislature adjourns can you consider your work for the law-making season finished.

If you have been fortunate, thus far, in keeping adverse legislation or back-breaking taxes from being heaped upon your already over-burdened shoulders, you are indeed to be congratulated.

But beware of those last-minute fast ones that slip through because you relax your vigilance and then make all of your previous efforts null and void.

A constant and close watch must be maintained every minute of the time the law-makers are in session. Don't take anything for granted. Any sudden necessity for increasing revenue may bring about the introduction of a measure that can cost you plenty of money and grief.

—"CHICK" LEWIS

32 Pictures Are Announced By UA At L. A. Convention

Eleven Producers Will Contribute to Record Program; Most Titles Are Given

Eleven producers will contribute 32 pictures for United Artists during the coming season, a record number for the company. The announcement was made at the 20th anniversary convention in Los Angeles this week by Murray Silverstone, chief of world wide operations.

The complete lineup follows:

David O. Selznick: Three pictures at least, including "Intermezzo" starring Leslie Howard who will also act as associate producer. "Rebecca" directed by Alfred Hitchcock from the novel by Daphne du Maurier is on the schedule and another picture as yet untitled.

Charles Chaplin: Chaplin will make his first picture in three years, "The Dictators," written, produced and directed by its star.

Samuel Goldwyn: Two pictures are now in production. They were already sold to many exhibitors. "Music School", directed by Archie Mayo, has in its cast Jascha Heifetz, Joel McCrea, Andrea Leeds and Tommy Kelly. "The Real Glory", directed by Henry Hathaway, stars Gary Cooper and Andrea Leeds.

Alexander Korda: Four of Korda's five pictures will be in Technicolor. "Four Feathers" has already been reviewed. "Over the Moon" stars Merle Oberon. It was directed by Thornton Freeland and will soon be released. "The Thief of Bagdad" will star Sabu and Conrad Veidt. "The Jungle Boy" will also star Sabu in a picture adapted from Kipling's "Jungle Book". "Sinner", starring Merle Oberon, will be directed by Korda himself.

Walter Wanger: "Winter Carnival", starring Ann Sheridan and Richard Carlson, is now in production. "House Across the Bay" will be directed by Archie Mayo and will star Joan Bennett. Tay Garnett will direct an original story by Gene Towne and Graham Baker. Vincent Sheean's "Personal History" is also on the schedule and two more pictures.

Hal Roach: Roach himself will direct "The Housekeeper's Daughter" with Joan Bennett and Adolphe Menjou. "Of Mice and Men" will be directed by Lewis Milestone. "1,000,000 B. C." is another picture on the schedule. "Captain Caution", by Kenneth Roberts, another Thorne Smith novel and four Laurel and Hardy pictures will be made by Roach.

Edward Small: "Kit Carson" will feature Joel McCrea, Henry Fonda and Frances Dee. "My Son! My Son!" will star Louis Hayward in Howard Spring's novel. "Quantrill the Raider", "Valentino", "South of Pago Pago", "Two Years Before the Mast" and "Food for the Gods."

Douglas Fairbanks: "The Californian" will dramatize the story of Lola Mentez, Irish-born girl, who was influential in history.

David L. Loew: The filming of a Broadway play will inaugurate Loew's association with UA.

Sol Lesser: One picture will be directed by Ernst Lubitsch marking the first of this producer-director combination's films.



Paul Lazarus, oldest sales executive in point of service of United Artists, presenting Mary Pickford with a gold vanity case at the Twenty Golden Years celebration in Los Angeles May 7. The presentation was made on the lawn at Pickfair where 250 salesmen, executives, producers and stars gathered as guests of Miss Pickford. The inscription on the vanity case read: "To Our Mary From The Boys." Left to right: Arthur W. Kelly, vice-president in charge of foreign distribution; Teddy Carr, joint-managing director in England; June Lang; Paul Lazarus; Jack Schlaifer, western general sales manager; Richard Carlson; Miss Pickford; Ann Sheridan; Harry Gold, eastern general sales manager; John Wayne; Murray Silverstone, head of world wide operations of United Artists; Hal Roach; Ernest Lubitsch and Henry Ginsberg, vice-president of Selznick International Pictures.

STILL FAVORS CONCILIATION

MPTOA Head Pleads For Consideration

Another plea for consideration of his organization's conciliation board idea was made by Ed Kuykendall, MPTOA prexy, in a statement issued this week. Describing the distributors' present proposals for arbitration as being "dubious," he pointed out that obstacles which exist in the proposed arbitration setup are absent in the conciliation plan.

Hard and fast rules and regulations are not involved in the mediation of complaints, Kuykendall contends, nor does mediation involve arbitrary, irrevocable decisions over the protests of one of the parties.

In commenting on settlements of complaints through conciliation, he states in his bulletin that they "are worked out by voluntary agreement between the parties to the dispute, no finely balanced mediation board or binding agreement to submit the complaint to a final decision is required."

SPEAKER FLAYS FLA. DOG RACING

Significance to Industry Is Seen In Protest

Daytona Beach, Fla.—Theatre owners here, and members of the film industry throughout the country, this week lauded the recent speech of Dean Paul Raymond of Stetson University, Deland, Fla., who voiced strong protest against permitting the invasion of a dog racing track in Volusia County in a speech broadcast over WFMJ.

Declaring that "we are against inviting the dregs of the underworld into our country," Dean Raymond labeled dog racing as "an institution which will corrupt our people and injure honest, legitimate business." He pointed out that Daytonians "are against any influence which tends toward moral degeneracy."

Since most dog tracks operate at night, and inasmuch as "the gambling promoters . . . give away admission tickets in order to get people to attend," Florida theatre owners and film industry spokesmen were hopeful Dean Raymond's radio appeal would do much to prevent the sport from gaining further headway.

RKO Convention Set for June 19-22

RKO's sales convention will be held June 19-22 at the Westchester Country Club in Rye, it was announced this week by Jules Levy, general sales manager. The convention will be the biggest in RKO's history.

SCHLAIFER & GOLD UA V-P's

Announcement Made At L. A. Convention

Harry L. Gold, eastern general sales manager of United Artists, world-wide Artists and L. J. Schlaifer, western general sales manager, have been elected to vice presidencies of the company, it was announced by Murray Silverstone, head of World Wide operations, at the Company's Twentieth Anniversary sales convention in Los Angeles this week.



Harry Gold



L. Jack Schlaifer

Mr. Gold and Mr. Schlaifer now complete the roster of four United Artists vice presidencies, with Arthur W. Kelly and Harry D. Buckley continuing in the posts they have held for many years.

Gold started as a salesman in Cincinnati many years ago. Schlaifer joined the company in 1928.

SHOWMEN'S MOTION PICTURE Trade Review

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Kennedy's Korner

It was Fair (World's) and not so hot on Broadway this week—and with the film palaces pulling some Sunday punches too. For instance Universal's swell "East Side of Heaven" at the Music Hall; one of the best Crosby's ever and a grand piece of screen entertainment. But crowds, swayed by the first flush of real interest in the Fair, just didn't come downtown to see the pictures.

Down in Louisville last Saturday 20th-Fox set a precedent with ballyhoo on the grand scale for "Rose of Washington Square" with a sponsoring of the Derby broadcast. Out in California United Artists were announcing pictures and electing Harry L. Gold and L. Jack Schlaifer vice presidents; down in Atlantic City Columbia was rallying around a big new program of shows for next season; and in New York the MGM adv. dept. was going to town with a fresh, amusing and punchy newspaper campaign for "Mr. Chips".

Sam Goldwyn, who makes good pictures better by not hesitating to make re-takes, seems to have imbued his legal staff with the same idea—that suit is back again with its second re-takes included.

Showmen would do well to note that the word "television" has some magic for attracting the public—here comes that Fair again! Crowds there mass about shows that have the television flavor. STR told you in a review last week about a single-reeler called "Television"—a short with perhaps a long reach for bringing in patrons. It's worth looking into—the short, we mean—as well as any idea or stunt that ties up with the pictures by wireless.

OPEN NEW OFFICES

'Movie Cash' Headquarters Are Established

J. R. McPherson, former midwest division manager of National Screen Service, has been assigned to handle the Pacific Coast on the game, "Movie Cash", it was announced this week by M. Van Praag, head of the Nationwide Coupon Dist. Corp. Together with Richard E. Beck, he will have headquarters in Los Angeles, with offices to be opened in San Francisco, Seattle and Denver. A Washington, D. C., office has been established by Harry Brown and Sidney Goldberg. A New Haven office in charge of Budd Getschal was also announced.

N. Y. Unit Seeks New Allied Negotiators

Appointment of a new Allied negotiating committee to resume trade practice conferences with the distributors will be advocated by Allied of New York. This issue will be one of the important topics at the New York unit's convention and exposition.

N. Y. ALLIED PLANS FORUM

Unit Opposed to Code Policy, Report

An open forum on the trade practice proposals at which Allied of New York is expected to voice disapproval over the national organization's stand is scheduled to be held in New York on May 25. A movement is to be launched at the same time to bring United Artists into the trade practice participation, since the opinion is that all majors must cooperate in order to achieve the desired results.

The open forum is to be held on the last day of the New York Allied convention and Motion Picture Exposition which opens at the Hotel Astor on May 23. Frank Lydon, Eastern regional vice-president, has called a conference of Allied's Eastern units for the opening day.

New York Allied unit, it is reported, feels that while the proposed code is not entirely satisfactory, it is a move in the right direction, provided a fair system of arbitration can be worked out. All exhibitors, regardless of affiliations, will be invited to express their views at the open forum.

SHOWMEN VISIT RKO FAIR SUITE

Exhibs From Nine States Make Registrations

Exhibitors and their wives and friends from nine states have thus far visited RKO Radio Pictures' reception suite of rooms for World's Fair visitors. The suite embraces four rooms where showmen from out of town may rest and get information about the Fair and the metropolitan district. Film trade papers are on file.

According to H. M. Richey, RKO's director of exhibitor relations, the following guests have registered: Mr. and Mrs. Leon Rich and family, Prytania Theatre, New Orleans, La.; Mr. and Mrs. A. C. Gordon, Rialto and Rio Theatres, Boise, Idaho; Mr. and Mrs. B. P. McCormick, Colorado and New Mexico Theatres, Canon City, Colo.; James H. Eshelman, Huron Theatre, Huron, S. D.; Mr. and Mrs. Mitchell Lewis and friends, Park, Passtime and Lyons Theatres, Houston, Tex.; Mr. and Mrs. F. L. Clarke, Cozy Theatre, Hazen, Ark.; Max Fogel, Webster Theatre, Rochester, N. Y.; William Tishkoff, Murray Theatre, Rochester, N. Y.; Robert O'Donnell, Interstate Circuit, Dallas, Texas; Herman Blum, Little Theatre, Baltimore, Md.; Charles Perry, Detroit, Mich.; Hon. and Mrs. John Ketcham and family, Hastings, Mich.

MULL STATE TAX IN N. Y.

Cities Too May Levy On Admissions

A tax on admissions as low as 15 cents has been proposed in the New York State legislature and chances of its passing are good. This tax would be in addition to a 2 or 3 per cent sales tax which the Legislature is considering.

In addition to this measure another contemplated slap at theatres is a proposed bill to permit cities to raise funds for housing improvements by taxing admissions. All manner of nuisance taxes must be levied to pay city bonds for housing purposes as real estate taxes cannot be used.

Ninth Momand Hearing

Oklahoma City—A hearing on motion of the defendants to dismiss was held here Friday in Federal District Court in connection with the A. B. Momand suits. The hearing, the ninth so far, will probably be the last.

Important Dates

May 14-16: Columbia regional meeting, Chicago.
May 16: "Get Together of Good Guys" golf tournament and dinner, Conneaut Hotel, Conneaut Lake Park, Pa.
May 18: Edwin Bergman outing and dinner, Mahoning Country Club, Girard, Ohio.
May 20-22: Columbia regional meeting, Los Angeles.
May 21-27: Silver Jubilee of Morris Joseph, Universal branch manager at New Haven, Conn.
May 23-24: Kansas-Missouri Theatre Ass'n convention, Kansas City.
May 23-25: N. Y. Allied "World's Fair convention," Hotel Astor.
June 4-6: Theatre Owners of North and South Carolina convention, Ocean Park Hotel, Myrtle Beach, S. C.
June 8-10: Paramount convention, Hotel Ambassador, Los Angeles.
June 12: MPTO of Va. midsummer convention, Roanoke Hotel, Roanoke.
June 13-15: Allied National convention, Nicollet Hotel, Minneapolis.
June 19-22: RKO Convention, Westchester Country Club, Rye, N. Y.
June 19-22: National Conference on Visual Education, Francis W. Parker School, Chicago.

Circuit Control Bill

Springfield, Ill.—One of three new measures affecting motion pictures introduced in the Senate is a bill designed to set up a close supervision of circuit-owned theatres. Regulation of juvenile attendance in theatres and the creation of a censorship are called for in the others.





41 Features, 16 Westerns On Col's 1939-40 Program

Capra's "Mr. Smith Goes to Washington" Heads List of Big Director Films

Forty-one features and sixteen westerns will be released by Columbia during the 1939-40 season, it was announced this week at the first of three regional meetings, held in Atlantic City. The regular program will embrace 40 pictures and Frank Capra's "Mr. Smith Goes to Washington" will be sold separately. The program will cost $5,000,000 more than ever before.

Following is the list of pictures scheduled for release on the new program: "Arizona", a Wesley Ruggles production, starring Jean Arthur; another picture will also be made by Ruggles. Frank Lloyd is scheduled to direct two pictures, one of which will be "Tree of Liberty".

"The Bigger They Are" will be made by Howard Hawks, starring Cary Grant. The play was written by Ben Hecht and Charles MacArthur. The picture is scheduled for release in the early fall. "Super Clipper", a tropical drama of Man's coming conquests of the air, will be made by Alexander Hall. One picture will again co-star Joan Blondell and Melvyn Douglas, similar to "There's Always A Woman". There will be three "Blondie" pictures.

Joe E. Brown will star in "Give Me Liberty" and another picture. Warden Lewis E. Lawes will appear in "Men In Sing Sing", his own story. Three pictures will star Edith Fellows. They will be based on the "Five Little Peppers" series of novels. Two pictures will star Warren William as the Lone Wolf. Jack Holt will be in four pictures.

Mrs. Martin Johnson will make one feature to be sold in addition to the regular program.

The Westerns will be in two series; 10 will star Charles Starrett and six will star Bill Elliott.

Columbia will adhere to the new Code of Fair Trade Practice "to the last period and comma", declared Abe Montague, if the code is accepted by the government and by exhibitors.

Jack Cohn in address to the delegates asked them to urge their theatre accounts to resort to more showmanship to get more money out of their pictures.

On the issue of dual bills the company policy will be for every exhibitor to decide that for himself. Montague advised producers and distributors to stick to their own knitting and let the exhibitor determine his own policy.

The short subject announcement appears on page 16.

Introducing the Boss



Abe Montague, Columbia general sales manager, introducing Jack Cohn to the delegates at the Atlantic City Convention this week.

(Other picture on page 24)

WANTS U. S. ON FAST TIME

Opposition to Neely's Proposal Foreseen

Washington—A bill providing for nationwide daylight saving time, introduced last week by Senator M. M. Neely, West Virginia democrat, is now before the Senate Interstate Commerce Committee.

Ed Kuykendall, MPTOA prexy, in a statement this week, announced his opposition to the measure. From Dallas, Col. H. A. Cole, stated that as far as he was concerned he was very much opposed to daylight saving time.

In discussing the bill, film industry sources asserted that in many parts of the nation where fast time is not in force, exhibitors will protest against the bill on the ground that the extra hour of daylight will mean curtailed attendance at their theatres.

Report Gov't to Ask Suit Trial in Oct.

That the Government intends to seek setting of trial of its N. Y. equity action against the majors for next October was asserted this week by sources close to the Department of Justice. The Government's portion of the trail, it is indicated, will occupy about four months, with the entire proceedings covering the better part of a year's time.

Griffin Returns

Herbert Griffin, vice-president of International Projector Corp., who returned this week from the Coast after attending the SMPE convention, stated that theatre owners are taking an increased interest in sound and visual projection, and that the SMPE had been successful in developing higher technical standards in this field.

Back From Europe



James Roosevelt, vice-president of Samuel Goldwyn, Inc., as he arrived on the Queen Mary from a business trip abroad during which he attended the premieres of "Wuthering Heights" in London and Paris. He was met at the pier by Mrs. Roosevelt who is shown here with him.

ADDITIONS MADE TO SALES FORCE

GN Makes Many Changes In Augmenting Field Staff

As the first step in augmenting the field staff following a recent announcement of increased production activity, Sol Edwards this week announced several additions to the sales force.

New appointments of branch managers include: Marcel Mekelberg to Boston, Bert Freese to Buffalo, Max Stahl to Cleveland, William Minder to New Orleans, Herbert Given to Philadelphia, Joe Hartman to St. Louis, and Joe Kaliski to Washington. Paul Richrath is now manager of the Albany branch, and William Benjamin has been transferred from Detroit to take charge of the Chicago office. Ralph Peckham returns from Buffalo to take charge at Detroit.

ITOA WILL SEND GROUP TO MEET

A committee will be sent by ITOA to the national Allied convention in Minneapolis, June 13-15, for the purpose of discussing and voting on the acceptance of the trade practice proposals.

Al Steffes, Northwest Allied president, in a letter to the ITOA, said, in part, that "rest assured your committee is not only welcome, but also bring as many theatre owners from your state as possible."

Organize Indie Unit

Oklahoma City—More than 100 theatre owners met this week at the Biltmore Hotel here to organize an independent theatremen's association which, at a later date, will consider the creation of and sponsorship of a state-wide buying pool.



Monogram's Annual Convention, a picture of which is shown above was the largest held in the history of the company. When the opening gavel fell at the Drake Hotel in Chicago, where the delegates met, on the dais were George Weeks, general sales manager; Mayor Kelly of Chicago; Henri Elman, Chicago franchise holder; President W. Ray Johnston; Scott R. Dunlap, vice-president in charge of production and Edward Golden, vice-president in charge of exchange operations.

BING'S SINGING 'EM IN AT THE

RADIO CITY MUSIC HALL

AS THE CRITICS CHORUS:

"...'EAST SIDE OF HEAVEN' is the most delightfully amusing film Bing Crosby has ever done ...Sandy is the most adorable infant in a film since Baby LeRoy." —Kate Cameron, DAILY NEWS

"...much too ingratiating to be missed..." —Ben R. Crisler, NEW YORK TIMES

"...totally delightful...Sandy Henville...is one of the most beguiling infants to be found..." —Bland Johaneson, DAILY MIRROR

"You'll find it great fun." —Rose Pelswick, JOURNAL-AMERICAN

"Sandy Henville...is our favorite actor of the month." —Herbert Drake, N. Y. HERALD TRIBUNE

"One of the finest pieces of unadulterated screen entertainment to come along in months." —William Boehnel, WORLD-TELEGRAM

Bing CROSBY ☆ Joan BLONDELL
MISCHA AUER
in
East Side of Heaven
with
IRENE HERVEY • C. AUBREY SMITH
JEROME COWAN • "SANDY"
MATTY MALNECK and his Orchestra

Screenplay by William Conselman
Original story by David Butler and Herbert Polesie
Directed by DAVID BUTLER
A NEW UNIVERSAL PICTURE

BING SINGS:
"That Sly Old Gentleman"
"East Side of Heaven"
"Hang Your Heart on a Hickory Limb"
"Sing a Song of Sunbeams"





SANDY the Wonder Baby



The Box Office Slant

Invitation to Happiness

(Hollywood Preview)

Para. Drama 95 mins.

Skillful Direction And Acting Plus New Prize Ring Theme Puts This In Hit Class

(National Release Date, June 16)

Cast: Irene Dunne, Fred MacMurray, Charlie Ruggles, Billy Cook, William Collier, Sr., Marion Martin and others. Based on story by Mark Jerome. Screenplay by Claude Binyon. Produced and directed by Wesley Ruggles.

Plot: Fred MacMurray is an arrogant prize-fighter, obsessed with the idea of becoming heavyweight champion. He meets Irene Dunne, a socialite, when Charlie Ruggles, his manager, sells a half interest in his contract to William Collier, Sr., Irene's father. They fall in love and marry, and Irene is forced to be alone a great deal, while MacMurray pursues his ambitions. Their youngster, Billy Cook, is ten years old when MacMurray finally gets a chance at the championship—but by that time the marriage has gone on the rocks and Billy lives with each parent six months of the year. Instead of going to training camp before the fight, MacMurray stays with the boy and trains in town, but vows to win the fight so that the boy might learn to love him. It is only after MacMurray loses the fight gamely, that he wins back his wife and son.

SUMMARY: A new and unique theme makes this latest picture of the prize-fighter and the lady story, bid for hit grosses. It is excellently acted and Wesley Ruggles, the producer-director, has skillfully directed it, so that it plays on every emotion and should have a tremendous audience response. Irene Dunne and Fred MacMurray share top acting honors with portrayals that are unusually fine, giving the picture its charm and humanness. Very close behind, and also splendid, are Charlie Ruggles, William Collier, Sr., and ten-year-old Billy Cook, a youngster who displays exceptional talent. The production values given the picture are very good. Boxing gloves and other gymnasium paraphernalia should be used for lobby dressup. Your local newspaper will cooperate with pictures of well-known fighters, past and present. Use teaser heralds reading "A Knockout For You."

OUTSTANDING: Irene Dunne, Fred MacMurray and direction and production.

Catchline: "The fight that won him the championship . . . of his home." **(FAMILY)**

Hotel Imperial

(Hollywood Preview)

Para. Drama 70 mins.

Milland Earns Picture Honors As Isa Miranda Again Misses Boxoffice Fire

(National Release Date, May 12)

Cast: Isa Miranda, Ray Milland, Reginald Owen, Gene Lockhart, the Don Cossack Chorus and others. Screenplay by Gilbert Gabriel and Robert Thoeren, based on Lajos Biro's play. Directed by Robert Florey.

Plot: Isa Miranda, touring company leading lady, leaves her company at a small border village alternately occupied by Austrian and Russian troops, in order to try and solve the mystery of her sister's "suicide". She aids Milland, trapped Austrian officer, to pose as a waiter and falls in love with him. Naish, a Russian spy posing as an Austrian officer, returns with news of a proposed Austrian attack. Milland kills him in a fight, and she covers his escape by accepting blame for the shooting. He warns the Austrians in time, then returns with his troops to save her facing a firing squad.

SUMMARY: Here is an attempt to create a major piece of entertainment which fails mainly because Isa Miranda, in her second picture, stills falls short of that something we call boxoffice lure. Several illogical spots in the plot are also contributory factors. Ray Milland as the star's leading man earns top honors, with Reginald Owen offering his customary fine performance as the amateur painter, Russian commander. Also outstanding are Gene Lockart and Curt Bois as hotel employes. Musically effective, but not helping the plot or speeding up action any, is the Don Cossack chorus. Heavy, and effective production costs, will hardly be apparent in boxoffice returns. Possibility of military encounters between Russia and middle Europe may add exploitation value. Sell the new star as you'll be playing her again.

OUTSTANDING: Ray Milland's performance.

Catchline: "She played a chambermaid to save an army." **(FAMILY)**

Legion of Decency Ratings:

(For Week Ending May 13)

SUITABLE FOR GENERAL PATRONAGE

Panama Patrol — Singing Cowgirl
Six Gun Rhythm — Tell No Tales
Gracie Allen Murder Case
Nancy Drew, Trouble Shooter

SUITABLE FOR ADULTS ONLY

Dead Men Tell No Tales
Invitation to Happiness
Rose of Washington Square
Torchy Blane Runs For Mayor

CONDEMNED

Wages of Sin — Indiscretions

Only Angels Have Wings

(Hollywood Preview)

Col. Drama 122 mins.

Powerful Drama, Stark and Grim In Its Reality, Makes Potential High Grosser

(National Release Date, May 25)

Cast: Cary Grant, Jean Arthur, Richard Barthelmess, Rita Hayworth, Thomas Mitchell, Sig Rumann, Victor Kilian, John Carroll, Allyn Joslyn, Donald Barry, Noah Beery, Jr., others. Original story by Howard Hawkes. Screenplay by Jules Furthman. Produced and directed by Howard Hawkes..

Plot: Jean Arthur arrives in Barranca, a small South American seaport, where a commercial airline is operated by Grant. She falls in love with him, but her love is not reciprocated because Grant feels that women and the sky do not belong together. During a treacherous fog, one of the pilots, Beery, Jr., is killed, and Grant assigns Barthelmess, a renegade, to take his place. The brother of Mitchell, also employed by Grant, had been killed because of Barthelmess' carelessness. To complicate matters further, Barthelmess is married to Rita Hayworth, who had jilted Grant in the States. In another hazardous flight, Mitchell and Thomas crash in their plane, and Mitchell is killed, meanwhile praising the heroism of Barthelmess, who takes off again and saves the franchise. Grant discovers he loves Jean.

SUMMARY: A powerful drama, stark and grim in its reality, makes this a picture that should definitely be one of those legendary smash box office successes. It has a romance rich with human quality, magnificent trouping, good marquee names and nothing short of superlative direction by Howard Hawks. There are many hazardous flying stunts that will win raves from your audience, among which are a landing and takeoff on a narrow strip of land overhanging a 1,000 foot precipice and the tail-spinning of a tri-motored plane in flames. Grant and Jean Arthur each seem to live the roles they portray. Thomas Mitchell, Richard Barthelmess and Sig Rumann are outstanding in supporting roles. The title is excellent for tieups with banks, travel bureaus and for cooperative newspaper ads from local merchants. Conduct a photography contest for candid camera fans, in which they are required to submit shots of anything with wings. Get your patrons to act as amateur ad-writers and submit catchlines on the picture. Large heads of Jean Arthur and Cary Grant, plus action backgrounds, should dominate your front.

OUTSTANDING: Cary Grant, Jean Arthur and the direction.

Catchline: "Devil-may-care romance in a mighty setting." **(FAMILY)**

Some Like It Hot

(Hollywood Preview)

Para. Comedy 62 mins.

Bob Hope For Fans, Krupa For Jitterbugs Only Draw Found In Plot-Shy Musical Film

(National Release Date, May 19)

Cast: Bob Hope, Shirley Ross, Una Merkel, Gene Krupa, Bernard Nedell, and others. Screenplay by Lewis R. Foster and Wilkie Mahoney from play by Ben Hecht and Gene Fowler. Directed by George Archainbaud. Produced by Bill Thomas.

Plot: Hope, a carnival barker with managerial ambitions, and his pickup band, headed by Krupa, keep just a hair's breadth ahead of financial ruin. He meets Ross, ambitious but unknown singer and they agree to a partnership. His fourflushing loses a ring she gave him to pawn and a new song, also the band and the girl who, minus Hope, go into the money. She still cares, so he is taken back after sharp hardship.

SUMMARY: What could have been one of the year's better small promotional pictures loses its chance, since the writers failed to give Hope, rising comedian though he is, enough to sell the film as a hit and the cutting room used so little of Krupa that word-of-mouth advice among the jitterbugs will keep their trade down to the opening

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See Page 17

night. There are a few scattered parts where Hope gets lines that register and he works hard all the way. Musically, "The Lady's In Love With You" is hit material; and there are a few brief moments when Krupa's famous drum chant actually raises the house to enthusiasm. Bernard Nedell, as a human heavy, really gets the best break from the writers and handles his role well. Una Merkel and Rufe Davis are wasted on practically bit parts. Popularity of Hope with air fans and Krupa with the dancers offer the only exploitation angles. Stage a dance band contest on your stage. There are many ways to use the title in tieups with merchants.

OUTSTANDING: Bob Hope's valiant effort to sell weak material.

Catchline: "The fastest climbing leaders of radio and the dance band field in a musical comedy." **(FAMILY)**

For Love or Money

(Hollywood Preview)

Univ. Comedy-Drama 65 mins.

Lack Of Marquee Names No Deterrent To Fast Moving, Smartly Scripted Comedy

(National Release Date, May 5)

Cast: June Lang, Robert Kent, Cora Witherspoon, Etienne Girardot, Edward Brophy, Richard Lane and others. Screenplay by Charles Grayson and Arthur T. Horman from an original story by Daniel Taradash, Julian Blaustein and Bernard Feins. Directed by Albert S. Rogell. Produced by Max Golden.

Plot: Kent and Brophy work for Lane, a big shot bookie. After collecting a $50,000 bet, Kent (to forestall an attempt to hijack the money) has Brophy stop at an addressing and mailing office to mail the cash to Lane. Brophy becomes confused, and sends Lane an empty envelope while the money goes out to someone on a huge advertising mailing list. Lane accuses the pair of keeping the money, gives them 36 hours to produce it, or else. Kent finally locates June Lang, who got the funds and find she has spent all but $8,000. Their efforts to raise the cash in time provide a series of complications, involving an eccentric millionaire. Lang finally recovers it just in time to save Kent's life for herself.

SUMMARY: Well paced throughout, particularly in the comedy sequences, this picture should prove a good supporting film since it has every requirement except marquee names. Clever dialogue and smart direction more than offset this. The funniest gag has been built around an auto horn which sounds like Sousa's band, which offers a smart and effective tieup with accessory firms. Plan a contest on "What would you do if you got $50,000 in the mail?". Carry teaser ads on "Which would you take—love or money?"

OUTSTANDING: Brophy and Girardot for acting; Grayson and Horman on dialog.

Catchline: "$50,000 or the man she loves —which?" **(FAMILY)**

Rangle River

J. H. Hoffberg Drama 72 mins.

Zane Grey Adventure Story Makes Good Outdoor Romance Of The Action Variety

(National Release Date, May 13)

Cast: Victor Jory, Margaret Dare, Robert Coote, George Bryant and others. Story by Zane Grey. Directed by Clarence Badger.

Plot: Locale is Australia with action concerning the villainy of a rancher in diverting water from the ranch of George Bryant, whose foreman, Victor Jory, has induced Bryant's daughter to return home and cease spending money on frivolous travels while her dad's business is threatened. The girl returns, and after many misunderstandings Jory and the girl fall in love. Meantime the villainous rancher, fearful of discovery, blows up the dam built to divert water from the Bryant ranch and the flood threatens the lives of both in an action climax. But there is a happy ending as all are rescued.

SUMMARY: Zane Grey usually supplies the elements of considerable appeal in these adventure stories, and this is no exception. It is typical cowboy or western romantic drama with an Australian locale and a competent company of British players supporting Victor Jory. The camera work and scenic values of the film, which presents sweeping views of cattle round-ups, are important contributions to the interest. On the whole an entertaining picture up to the standard of the better westerns from Hollywood and well directed by Clarence Badger. Exploit it as a Zane Grey adventure story written in his best style and produced with all the vigor and realism that make this author so popular; displays of Australian bullwhips in lobby will create interest.

Catchline: "A drama of love and adventure in Australia's wide open spaces." **(FAMILY)**

"Tumbleweeds"

(Astor-Reissue)

Terrific—overworked word, but it's the only way to describe the prologue in which William S. Hart speaks for the first time from the screen to introduce this reissue of a picture he made in 1925. The former king of screen cowboys, garbed in cowboy duds is photographed on his ranch as he describes the story of "Tumbleweeds" and relates his own emotions as he looks back on his career. His is a rich and resonant voice, and his a great talent for gripping, punchy delivery. We'll wager every spectator will sit tense as the star, now well on in years, tells his story—a story as tense, as rousing to the emotions as any dramatic scene the films have offered. As to "Tumbleweeds" the reissued film, it is a picture that if properly exploited can be made to mean much as an attraction, appealing alike to old-timers and the younger people who know Hart only by reputation. It is interesting and amusing as an example of story telling and acting in a screen technique now outmoded, and its action climax, with homesteaders dashing into the newly opened Cherokee strip, is a stunning example of breathless, suspenseful, headlong screen dynamics, comparable in its thrills to action films of today.

Boy Friend

(Hollywood Preview)

20th-Fox Melodrama 70 mins.

Fastest And Most Exciting Jane Withers Vehicle Is Bound To Please All Her Fans

(National Release Date, May 19)

Cast: Jane Withers, Arleen Whelan, Richard Bond, Warren Hymer, Douglas Fowley, George Ernest and others. Screenplay by Joseph Hoffman and Barry Trivers, from a story by Lester Ziffren and Louis Moore. Directed by James Tinling. Associate Producer, John Stone.

Plot: Richard Bond, a rookie school cop unknown to his sister, Jane Withers and his sweetheart Arleen Whelan, is doing undercover work for Police Chief Minor Watson, father of Arleen, to get evidence against gangster Douglas Fowley and his mob. Through the aid of rookie Warren Hymer and a slain rookie cop's brother, George Ernest, on whom Jane gets her first crush, the gang is captured after an automobile chase.

SUMMARY: This should prove to be the best all around Jane Withers starrer to date, and with plenty of new fans to follow her already big crowd of old ones she should maintain her position as one of the first ten box office stars. It should draw alone in some spots and easily hold its own as top of a dual bill in others. Given a fine screenplay, excellent support and snappy direction the fast maturing Miss Withers sings, dances, makes love and comics all through the picture. George Ernest, as her "love vis-a-vis," gets his best part to date and Warren Hymer never gathered more laughs in any of his previous efforts. James Tinling rates a hand for his direction especially for the automobile chase finale and also John Stone for the fine production values. Get local police to cooperate and if there happens to be a police school or Military Academy in town get their help to ballyhoo. Dress theatre staff in police outfits.

OUTSTANDING: Jane Withers' and Warren Hymer's acting.

Catchline: "A little miss who knew all the answers before her elders." **(FAMILY)**

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Boys' Reformatory

Mono. Drama 61 mins.

Gangster Story Should Please Weekend Action Fans; Needs Extra Feature Support

(National Release Date, May 1)

Cast: Frankie Darro, Grant Withers, David Durand, Warren McCollun, Albert Hill, Jr, Bob McClung, George Offerman, Jr., Frank Coghlan, Jr., Ben Welden, others. Screenplay by Ray Trampe and Wellyn Totman. Original story by Ray Trampe and Norman S. Hill. Directed by Howard Bretherton. Associate Producer, Lindsley Parsons.

Plot: Because Coghlan's mother has been like a mother to him, and because Coghlan promises to go straight, Darro takes the rap for a crime committed by his friend. Later, Coghlan joins Darro in prison and notifies him that he has been framed. They work out a plan to get the guilty party, and put it into effect. Eventually cleared, both are freed and return home to a celebration in their honor.

SUMMARY: "Oh, so you're gonna quit, eh? Oh no, you're not. You're in on this and you're gonna stay, see?" Where have we heard that dialogue before? It's typical of the gangster lingo to be heard in almost any cops and robbers melodrama. In fact, there are so many "see?'s" in "Boys' Reformatory" we ceased counting them. And yet, it's a pretty good drama for the Saturday afternoon trade, because there's just enough gunplay, pursuits and excitement to please those who make up the week-end theatre-going crowd. However, it's not strong enough to stand alone, see? Unfortunately, no acting honors can be conferred on any of the players, most of whom have a tendency to overact, see? Frankie Darro

(Continued on page 24)

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See Page 17

THE FINEST REVIEWS EVER RECEIVED--

NEW YORK Herald Tribune

'CRAZY' Sam Houston has been given a first-rate screen biography in "Man of Conquest." Although the film is a product of Republic Pictures, which usually turns out "quickies," there is nothing slipshod about this Capitol offering. On the contrary, it is a handsome and remarkably faithful historical photoplay—the peer of any of the motion picture's recent researches into the burgeoning period of our West. With Richard Dix giving a solid and powerful portrayal of the title role, fine supporting characterizations and fast-paced direction, it is an instructive and vastly entertaining show

One of the greatest of our pioneer fighters and statesmen was not called crazy for nothing. It is to the everlasting credit of "Man of Conquest" that it makes no bones about Houston's frailties, but presents him with all the contradictions of personality that make for a man rather than a mere figure. The film introduces him as he is enlisting in Andrew Jackson's army of squirrel hunters which beat the British at New Orleans, it resolutely documents the Houston carousing which broke up his first marriage and shows him torn between personal greed for power and patriotism before his valiant defense of Texas which led to that state's incorporation in the Union. The narrative is inevitably sketchy, but it rings curiously true

To a large extent this is due to the fact that few of the principals have been definitely typed. The players in "Man of Conquest" fit their roles persuasively, as they did in "Stagecoach," and the result is a film which really evokes the past, instead of using it as a springboard for the exploitation of personalities. When Houston goes on a four-month drunk after his wife leaves him, when he champions the Cherokee Indian nation, pits his wits and loyalties against those of Andrew Jackson, or changes from an exploiter of Texas to the avenger of the Alamo, the human texture of the screen drama is not only rich in color and excitement, but it is highly convincing.

Mr Dix reclaims all of his past renown in his steady and many faceted portrayal of the Tennessee titan who made American expansion into the Southwest possible. He looks and acts the part of "a common man," searching restlessly for a place to stretch his soul in a country of rapidly shifting frontiers. He succeeds thereby in stamping the production with its individual character and making it cohesive. It is good to see him playing at the top of his form again. Edward Ellis is little short of triumphant as Andrew Jackson, Gail Patrick is definitely acceptable as Margaret Lea, who is a romantic foil for Houston in the latter portions of the photoplay, and Robert Barrat gives a vivid impersonation of Davey Crockett of Alamo fame. For that matter, the whole company knows its business and acquits itself in excellent manner.

While the script spans too many years not to be episodic, George Nichols jr. has staged it with considerable suspense and continuity. There are some rather obvious montage effects, but when the action reaches a genuine climax, such as the battle on the banks of the San Jacinto, when Houston whipped Santa Ana's superior forces, the film becomes a splendid martial pageant. Always the situations are based on character and authentic incident rather than the romantic conceptions which Hollywood so frequently employs in its reconstructions of vanished eras. "Man of Conquest" is a notable and intriguing addition to the screen's collection of Americana.

The New York Times.

'Man of Conquest,' a Spectacle-Charged Biography of Sam Houston, Reminds the Capitol of the Alamo

By FRANK S. NUGENT

Hollywood's Good Neighbor program, so proudly begun by the Warners' "Juarez" went into full retreat yesterday when Republic's "Man of Conquest" swept into the Capitol with the war cry, Remember the Alamo' and a jubilant reenactment of the rout of Santa Ana's army at San Jacinto. It is not a tactful film, but it's a remarkably good one, colorful, vigorous and dramatic. It is based, of course, on the life of Sam Houston, one of the stormiest petrels in our national history, and it cunningly justifies the revolution in Texas and its subsequent annexation by the United States as a victory of democracy over dictatorship.

Even Andy Jackson is privileged to make a forward-looking comment upon that theme. "Up in Washington you said we'd buried freedom under a pile of dirty politics," he tells Sam Houston. "Well, just remember that America is still the land of the free—and there's many a brow-beaten people who'd trade their dictatorships in a minute for a good dose of our dirty politics. Not that our brand of freedom ain't got its faults—couldn't help it being run by ornery humans like Congressmen and you and me But I reckon that the United States is still the only place in the world where a man can cuss the President out loud and all the President can do is cuss back or else go fishin'. That's what I call democracy."

Or good old homespun philosophy which sanctifies a cleverly staged land-grab and charitably ignores—or blames on white renegades—the bilking of the Cherokees and the scrapping of their treaties.

But that is apart from the picture itself and should not discredit it. For it is, in the main, an admirably contrived biography, honest enough to mention Houston's sodden spree among the Indians, making dramatic capital of his progression from self-aggrandizing adventurer to instrument of national development. Houston, as Richard Dix has played him, is a full-bodied portrait, earthy, human and virile. Scarcely less notable is Edward Ellis's performance of Andrew Jackson, Houston's political godfather. By a strict interpretation of the script, the film's Old Hickory would have been combination saint and prophet Mr. Ellis, with a lift of an eyebrow or a twitch of the mouth, has managed to suggest that the halo is gilded, that Andy was the wily old rascal history proves him to be, a statesman of highly practical idealism.

The picture finds Houston almost at the beginning of his astonishing career, but whisks him quickly through all its early stages and does not pause until he has resigned the governorship of Tennessee because of the Eliza Allen scandal. It hurries forward again, through his wound-licking sojourn with the Cherokees, to the Texas campaign with the massacre of the Alamo and, climactically, the surging charge of the outnumbered Texans through the siesta-numbed ranks of the Santa Annans. And before the effect of the battle spectacle has had time to wear off, the picture telescopes the seven years between Texan independence and Texan annexation and ends—with a victory for Jacksonian democracy over Mexican dictatorship.

Obviously, not a good-neighborly attitude, but a picture well worth seeing and hearing.

New York World-Telegram

"Man of Conquest" Called Epic Film

Richard Dix as Sam Houston Comes Into His Own Again.

By WILLIAM BOEHNEL.

Salute with twenty-one guns a fine, rousing, spectacular blend of Americanism and adventure called "Man of Conquest," at the Capitol, which not only sounds the clarion call of freedom and democracy in high, resounding notes but relates its message of liberty and the right of man to govern himself in a vigorous, colorful, thrilling manner. Salute, too, the return to his former prestige as an actor, forthright, capable beyond praise, of Richard Dix, who hasn't had such a meaty role as Sam Houston since the days he appeared in "Cimarron."



William Boehnel.

What makes "Man of Conquest" the epic film it is is the simple fact that it never once sacrifices action or drama on the altar of propaganda. In its simple, direct, beautiful prose it restates the principles on which this nation was founded and will continue to exist, world without end, God willing, but it does so with a full realization that without dramatic conflict, without suspense and action its message, no matter how fiery or sincere, isn't worth a hoot in hell. For it is a truism of the cinema that before you can preach you must first entertain.

Strong, Vibrant Stuff.

And how "Man of Conquest" entertains! From the very beginning it is rough, strong, vibrant stuff, heroic in characterization, sweeping in scope, majestic in sentiment, for it deals with a two-fisted empire builder in a colorful and courageous era when a young but mighty nation was spreading westward and southward and when men and women thought not only of their sacred rights for the day but for the future as well. Here, then, is the very stuff of which patriotic spectacles are made and authors, director and players have made the most and best of it.

This is the story of Sam Houston, soldier, politician, adventurer, man of the people and lover of liberty and justice. It begins with Houston's unhappy first marriage to Eliza Allen, how he becomes a member of the Cherokee tribe out of disgust at the treatment he has received from the white men, how he gives up his Indian allegiance in a deal with Andrew Jackson to save the redmen's land, and how, finally, he leads the Texans to victory against Mexico and marries Margaret Lea.

A Career Story.

In its outline it is a career story of a pioneering American, but in its substance it is a dignified, simply stated plea for liberty and justice as well as a rip-snorting, red-blooded story of love and adventure, which you cannot afford to miss.

The cast is excellent Richard Dix, long one of the finest actors on the screen, comes into his own again as Houston, giving a performance that is matchless in its conception and execution. Joan Fontaine is properly pretty and fragile as Eliza, Gail Patrick is stanch and true as Margaret Lea and there is a truly fine characterization by Edward Ellis as Andrew Jackson. The others in the cast include Victory Jory, Robert Barrat, George Hayes, Ralph Morgan, Robert Armstrong, C. Henry Gordon, Janet Beecher and Pedro de Cordoba, and they couldn't be improved upon.

DAILY NEWS

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Richard Dix Enacts Houston With Gusto

By KATE CAMERON.

"Man of Conquest," Republic picture, screen play by Wells Root, E. E. Paramore Jr. and Jan Fortune based on story by Harold Shumate and Wells Root, directed by George Nicholls Jr. and presented at the Capitol Theatre.

★ ★ ★ ★

It's good to have Richard Dix back on the screen in the kind of role he can handle with confidence and the gusto which he put into his memorable performance of "Cimarron's" Yancey Cravat. The role of Sam Houston, in the Capitol's "Man of Conquest," has been made to order for him. He gives us the doughty avenger of the Alamo in a highly sympathetic light. He is a hero of fictional proportions, but a man, for all that. He is a fighter, politician and a man of action who knows what he wants and gets it.

George Nichols Jr., who directed the film for Republic Pictures, has done a fine job in catchin., the spirit and movement of the times. He keeps the story moving at a fast pace and he handles the big fighting scenes with superb generalship.

A Faithful Record.

The picture is a faithful outline of Sam Houston's colorful life. It begins with his political campaign for governor when his fellow Tennesseean, Andrew Jackson, takes the stump for him. It takes Sam through his marriage to pretty 17-year-old Eliza Allen, the unhappy period of drunkenness following Eliza's desertion and his resignation from office.

It skims over the period of his service with the Cherokee Indians and follows him through his romance with Margaret Lea and the stirring adventure in Texas when he, as head of a small army of Texans, wrested the state from Mexico by defeating Gen. Santa Anna at Jacinto.

The Jacinto battle scene is thrillingly done. Santa Anna is lured into position and, at the psychological moment, Houston strikes with his inferior force to the battle cry of "Remember the Alamo."

The cast supporting Richard Dix is an able one. Edward Ellis gives an impressive picture of Jackson, as campaigner and President. Joan Fontaine is a pretty, petulant Eliza and Gail Patrick is lovely in the more sympathetic role of Houston's second wife.

The balance of the excellent cast includes Victor Jory as Travis; Robert Barrat as Davey Crockett; George Hayes as Sam's faithful friend, Lannie Upchurch; Ralph Morgan as the peace-loving Stephen Austin, who tried to keep the Americans of Texas from open rebellion against the Mexicans; Robert Armstrong as Jim Bowie, and C. Henry Gordon as the Mexican General, Santa Anna.

There is a sweep and bigness to the latter part of the picture that is tremendously impressive, and the whole historical setting, from Tenessee to Washington to Texas, is intensely interesting.

This is the most important picture that Republic has made for several years and the result justifies the time, trouble and money expended on it.

Reviewed AT *Capitol* THEATRE

ANY MOTION PICTURE
—READ EVERY WORD!

New York Journal American

By ROSE PELSWICK.

A bang-up historical drama, the Capitol Theatre's "Man of Conquest" tells the story of Sam Houston and the fight for Texas independence from Mexico. It's also the first million-dollar production from the studios of Republic Pictures, whose product has hitherto been on the low budget side and whose initial ambitious venture is a satisfactory one.



RICHARD DIX
Cast as hero in Texas' fight for freedom

Filmed on a large and sweeping scale, the picture is packed with action, offering stirring battle scenes, Indian fights and an interesting recreation of a colorful period in American history. The climax, of course, is the battle of San Jacinto, an impressively staged sequence in which the Texas soldiers defeat Mexico's troops with the rousing war cry, "Remember the Alamo."

Richard Dix, starred in the title role, gives a convincing performance and is assisted by a large and able cast. Characterizing him as an adventurer, politician and soldier, the film is a biographical account of Houston from the days when he trapped and hunted with the Cherokees until the time when he helped bring about the annexation of Texas by the Union.

His friendship with Andrew Jackson, whom he joined at New Orleans, his campaign for Governorship of Tennessee, his unhappy first marriage and his adoption by the Cherokee tribe are traced in considerable detail during the first part of the film. The second half of the picture concerns itself with Houston's part in the history of Texas.

And it's the second half that contains most of the action, showing Houston starting off to carve an empire for himself in the Southwest and ready to lead other adventurers in a revolution that would make Texas a free state. Opposed at first by Stephen Austin, who did not want to fight Mexico's general, Santa Anna, he swings both Austin and his followers to his side after Santa Anna's massacre of the garrison of the Alamo. And, persuaded by Jackson, now President, of the necessity for Texas becoming part of the Union, he leads his men to victory at San Jacinto

Patriotic in theme and vigorously handled, the picture is good entertainment. In addition to Mr. Dix the cast includes Edward Ellis, who contributes a believable portrait of Andrew Jackson; Gail Patrick, who is charming as the young woman who became Houston's second wife, even though she's a bit too glamorously made up for a pioneer girl. C. Henry Gordon, as Santa Anna; Ralph Morgan as David Crockett, and Robert Armstrong, Robert Barrat and George Hayes as a few of the fast-shooting citizens of the day.

New York Post

Colorful Career of Sam Houston Faithfully Taken From Biography

By ARCHER WINSTEN

The lives of most men need considerable dramatic needling to make them adequate scenarios for movie thrills. Even historical figures in the center of great events require the molding of the fictioneer. But the life of General Sam Houston, liberator of Texas from Mexican



rule, Governor of Tennessee and Texas, United States Senator, intimate of President Andrew Jackson and adopted son of a Cherokee Indian chief sounds like the pink elephant phase of a Hollywood scenarist.

When you see "Man of Conquest" at the Capitol Theatre your natural assumption is that Republic Pictures, an outfit given to sensational Westerns, couldn't control itself. But reference to the authoritative life of Sam Houston, "The Raven," written by Marquis James, reveals an astonishing thing. "Man of Conquest" follows Houston's life with praiseworthy accuracy, omitting or telescoping incidents only because there are limits to time, footage and scenery.

When you see Houston drowning his sorrows among the Indians, consuming whisky out of what seems to be a Vat 69 four-fifths, remember that the real Houston, a hero of Gargantuan proportions, drowned that sorrow in barrels, not bottles. Nine barrels, to be exact: four of Monongahela whisky, one corn, one cognac, one gin, one rum and one wine. The Cherokees, his adopted brothers, began calling him "Ar-dee-tah-skee," which means "Big Drunk."

This period followed his Governorship of Tennessee, which he had resigned due to the mysterious tragedy of his first marriage. Before that he had been a pioneer, a soldier of reckless courage and a friend of the Indians. Afterwards he returned to sobriety, fighting a canny military campaign against the Mexicans, becoming the President of Texas, and later its Governor when it entered the Union.

When the Civil War came Sam Houston, whose physical courage had never been in question, rose to heights of moral courage. He opposed Secession when that was the most unpopular thing a man could do in Texas.

Needless to say, this astonishing life cannot be covered completely in the compass of a feature-length picture. I must confess that the acting and production values, while a prodigious advance for a small company like Republic, are undistinguished compared to epic efforts of a major company.

Richard Dix is a sincere and straightforward actor but incapable of projecting a brilliant interpretation of a historical figure. Joan Fontaine as his first wife and Gail Patrick as his second are a couple of good-looking actresses. Robert Barrat and Robert Armstrong as Davey Crockett and Jim Bowie are nothing out of the ordinary. George Hayes, the comic figure of the "Hopalong Cassidy" series, figures as Houston's companion on his long drunk. That's all right, but there again Hayes is just Hayes. He doesn't help create the illusion of 1830 in the Midwest. Our familiar villain, C. Henry Gordon, takes over the villain's role as Santa Ana. Only Victor Jory as William Travis and Edward Ellis as Andrew Jackson give more to their roles than the honest, journeyman minimum.

The lion's share of the praise for "Man of Conquest" goes to Sam Houston, the pioneer who lived a ready-made movie scenario just as if it were a man's life. All the producers had to do was try to come reasonably close. They did very well, all things considered.

The Sun

By EILEEN CREELMAN.

Hollywood is continuing to discover America. Its latest bit of flag-waving, "Man of Conquest" at the Capitol Theater, is a more welcome picture than most. This is sound melodrama, a spectacular outdoor piece with a real character to lead its action. "Man of Conquest," in fact, is one of the best American historical films in a year filled with good Westerns.

This is the story of Sam Houston, who was quite a man. The title, in spite or because of its blatantly dramatic quality, exactly suits Sam Houston. He was just that, a man of conquest, fiercely ambitious, eager to lead, willing to fight. He seems to have been in and out of trouble all his life. Always he had good friends. Usually he had a fight on his hands.

"Man of Conquest" tells of some of those fights, tells of them in strong dramatic terms, remembering that motion pictures should move, that audiences enjoy action. "Man of Conquest" gives them action, from that first glimpse of young Sam coming home from a year of hunting with the Indians through his political success, his tragic marriage with Eliza Allen, his flight back to the Indians, and that last wild adventure in Texas. It was Sam Houston who brought Texas into the Union; and it was really Texas who brought Sam Houston into the Union too. His conquest of that State made him realize for the first time that he was really a white man, and an American.

All this makes for grand frontier drama, and as stirring a spectacle as the movies have given us for a long time. Hollywood likes to describe this type of film as an epic. Perhaps "Man of Conquest" is an epic. It's a most worth while picture anyway Richard Dix, the hero of "Cimarron," plays Sam Houston with a vigor and intelligence that brings the character to life Edward Ellis, the doctor of "A Man to Remember," is Andrew Jackson, a colorful character and well played. Gail Patrick is the courageous, understanding Margaret, and Joan Fontaine the first wife, who was terrified by her husband and by his life

"Man of Conquest" takes in quite a lot of territory, wandering from Tennessee to Arkansas, to Washington, and down into Texas, then part of Mexico. The political drama of the book is particularly interesting in this year of 1939, once more demonstrating that one's viewpoint all depends upon what country is seizing whose land. The American settlers in Mexico were dissatisfied with the Government. With Sam Houston at their head, they rebelled and took Texas away from Mexico. "Man of Conquest" looks upon this with approval, and makes the settlers' revenge for the Alamo a rip-roaring battle. If Republic can keep up to the standard of this, its first big picture, there will be a new company to reckon with among the major studios.

DAILY MIRROR

PARTLY CLOUDY Details on Page 5. | Member of The Associated Press | (Copyright, 1939, Daily Mirror, Inc.) | 3 Cents Outside City 5

Long dedicated to Metro masterpieces, the august capitol with those nice logue seats, this week sensationally presents the product of a modest independent film company, Republic, which made "Man of Conquest." The film is far from modest: it is big. Rousing, stimulating, exciting, it is the story of Sam Houston and of Texas, ambitiously produced and staged.

With Richard Dix as Houston, heading a big cast, it is one of the most elaborate productions to have come from the side-street studios, and it fully justifies the daring investment in it by matching the most pretentious epics of the big ones.

Dramatizing Houston's personal life and the blow which drove him from Tennessee to the wilderness which once was Texas, the film traces the career of that bizarre man to the eventual admission of Texas to the Union in '45. Packed with fighting, uproad, immediate history, it is drama to stand the hair on end and to provoke whoops

Dix does as impressive a job as Houston as he did as the pioneer editor of "Cimarron." He hasn't had such a role in many seasons and he appears to have relished his opportunity Gail Patrick, as the heorine, Edward Ellis, Victor Jory, Robert Barrat, in their historic roles, all abet him most ably

"Man of Conquest" is vital, rousing history, recorded in a vigorous, exciting play. It is big, sweeping and splendid. It waves the flag, true, but not too obtrusively. The fans will be enthusiastic over it

ROADWAY · N.Y.C.

Republic

THE INDEPENDENT MAJOR COMPANY

WEEKLY STUDIO CHECK-UP

Any picture on which Advance Dope has been published is followed by an asterisk (*). Consult the booking guide for dates on which Advance Dope appeared.

[This Week: In Production—48; Being Edited—68]
[Last Week: In Production—49; Being Edited—67]

COLUMBIA

Being Edited

ARIZONA COWBOY (W)*

MISSING DAUGHTERS*

HIDDEN POWER
Jack Holt, Gertrude Michael. Directed by Lew Collins. Produced by Larry Darmour.

MAN FROM SUNDOWN (W)
Charles Starrett, Iris Meredith. Directed by Sam Nelson.

In Production (1938-39)

GOOD GIRLS GO TO PARIS
Melvyn Douglas, Joan Blondell. Directed by Alexander Hall.

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

PARENTS ON TRIAL
Jean Parker, Johnny Downs. Directed by Hans Schwartz.

COAST GUARD
Randolph Scott, Ralph Bellamy. Directed by Edward Ludwig.

A WOMAN IS A JUDGE
Frieda Inescort, Rochelle Hudson. Directed by Nick Grinde.

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

LADY TAKES A CHANCE*

In Production

MIRACLE OF MAIN STREET
with Margo. Directed by Steve Sekely.

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

TARZAN*

BRIDAL SUITE*

TELL NO TALES*

6,000 ENEMIES*

MAIZIE WAS A LADY*

ANDY HARDY GETS SPRING FEVER*

Being Edited (1939-40)

WIZARD OF OZ (Tech.)*

In Production (1939-40)

ON BORROWED TIME*

GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

THE WOMEN
Norma Shearer, Joan Crawford, Rosalind Russell. Directed by George Cukor.

METRO-GOLDWYN-MAYER (Cont.)

STRONGER THAN DESIRE
Virginia Bruce, Walter Pidgeon. Directed by Leslie Fenton.

LADY OF THE TROPICS
Robert Taylor, Hedy Lamarr. Directed by Jack Conway.

BLACKMAIL
Edward G. Robinson, Nat Pendleton. Directed by H. C. Potter.

MONOGRAM

Being Edited

WOLF CALL*

DOWN THE WYOMING TRAIL (W)*

ACROSS THE PLAINS*

GIRL FROM NOWHERE*

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*

UNMARRIED*

UNDERCOVER DOCTOR*

GRAND JURY SECRETS*

MAN ABOUT TOWN*

GRACIE ALLEN MURDER CASE*

MAGNIFICENT FRAUD*

BULLDOG DRUMMOND'S BRIDE*

ISLAND OF LOST MEN*

MILLION DOLLAR LEGS*

Being Edited (1939-40)

GERONIMO*

BEAU GESTE*

WHAT A LIFE*

LAWFUL OUTLAWS (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman.

In Production (1939-40)

DISPUTED PASSAGE*

CAT AND THE CANARY*

THE STAR MAKER*

HEAVEN ON A SHOESTRING
Pat O'Brien, Olympe Bradna. Directed by Lewis Milestone.

RULER OF THE SEAS
Doug Fairbanks, Jr., Margaret Lockwood. Produced and directed by Frank Lloyd.

NIGHT WORK
Mary Boland, Charles Ruggles. Directed by George Archainbaud.

OUR LEADING CITIZEN
Bob Burns, Susan Hayward. Directed by Alfred Santell.

GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

DOUBLE DYED DECEIVER
Tito Guizar, Jane Clayton, Gale Sondergaard, Alan Mowbray. Directed by Ed. D. Venturini. Produced by Harry Sherman.

RKO-RADIO

Being Edited

GIRL FROM MEXICO*

FIVE CAME BACK*

THE DOVE*

LITTLE MOTHER*

In Production

CAREER*

MEMORY OF LOVE*

WAY DOWN SOUTH*

TIMBER STAMPEDE (W)
George O'Brien. Directed by Dave Howard.

SPELL BINDER
Lee Tracy, Dorothy Reed. Directed by Jack Hively.

REPUBLIC

Being Edited

ZERO HOUR*

SOUTHWARD HO*

S.O.S. TIDAL WAVE*

MOUNTAIN RHYTHM*

In Production

MICKEY, THE KID*

IN OLD CALIENTE*

OKLAHOMA OUTLAW (W)
Three Mesquiteers. Directed by George Sherman.

20th CENTURY-FOX

Being Edited (1938-39)

WHITE LADY OF THE ORIENT*

SUSANNAH OF THE MOUNTIES*

NEWS IS MADE AT NIGHT*

CHARLIE CHAN IN RENO*

THE GORILLA*

YOUNG MR. LINCOLN*

IT COULD HAPPEN TO YOU*

SECOND FIDDLE*

Being Edited (1939-40)

STANLEY AND LIVINGSTONE*

EAST SIDE, WEST SIDE
Amanda Duff, Kane Richmond. Directed by Ricardo Cortez.

In Production (1939-40)

HOTEL FOR WOMEN*

JONES FAMILY AT THE GRAND CANYON*

THE RAINS CAME*

CHARLIE CHAN AT TREASURE ISLAND
Sidney Toler, Sen Yung. Directed by Norman Foster.

CHICKEN WAGON FAMILY
Jane Withers, Leo Carillo. Directed by Herbert I. Leeds.

UNITED ARTISTS

Being Edited

MAN IN THE IRON MASK*

In Production

WINTER CARNIVAL*

MUSIC SCHOOL
Jascha Heifetz, Joel McCrea. Produced by Samuel Goldwyn. Directed by Archie Mayo.

REAL GLORY
Gary Cooper, Andrea Leeds, David Niven, Reginald Owen. Directed by Henry Hathaway. Produced by Samuel Goldwyn.

UNIVERSAL

Being Edited

THEY ASKED FOR IT*

HOUSE OF FEAR*

In Production (1938-39)

THE SUN NEVER SETS
Doug Fairbanks, Jr., Virginia Field. Produced and directed by Rowland V. Lee.

INSIDE INFORMATION
June Lang, Dick Foran. Directed by Harold Young.

MODERN CINDERELLA
Irene Dunne, Charles Boyer. Produced and directed by John M. Stahl.

In Production (1939-40)

OLD GRAD*

IN OLD CALIFORNIA
Richard Arlen, Constance Moore. Directed by Christy Cabanne.

THE UNDERPUP
Robert Cummings, Nan Grey. Directed by Richard Wallace.

BRIGHT VICTORY
Jackie Cooper, Freddie Bartholomew. Directed by Joseph Santley.

WARNER BROTHERS

Being Edited (1938-39)

NAUGHTY BUT NICE*

CODE OF THE SECRET SERVICE*

SWEEPSTAKES WINNER*

HELL'S KITCHEN*

DEVIL ON WHEELS*

NANCY DREW, TROUBLE SHOOTER*

EACH DAWN I DIE*

FAMILY AFFAIR*

GANTRY THE GREAT*

WATERFRONT*

ENEMY AGENT*

GIVE ME A CHILD*

LIGHTHORSE HARRY*

Being Edited (1939-40)

OLD MAID*

BATTLE OF CITY HALL*

In Production (1938-39)

HOBBY FAMILY*

In Production (1939-40)

DUST BE MY DESTINY
John Garfield, Jane Bryan. Directed by Lewis Seiler.

NOT WANTED
Gloria Dickson, Dennis Morgan. Directed by Terry Morse.

TORCHY—DEAD OR ALIVE
Jane Wyman, Tom Kennedy. Directed by Noel Smith.

NANCY DREW AND THE HIDDEN STAIRCASE
Bonita Granville, Frankie Thomas. Directed by William Clemens.

KNIGHT AND THE LADY
Errol Flynn, Olivia de Havilland, Bette Davis. Directed by Michael Curtiz.

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NATIONAL *Screen* SERVICE

PRIZE BABY OF THE INDUSTRY

PROGRAM EXCHANGE

We Look Over Programs From the United States And One From London

THIS week, members, we're going to jump back and forth between the United States and England. It seems that across the ocean they're doing a mighty fine job of making up and distributing programs, according to information we've received from our London correspondent, Jock MacGregor.

Let's take the program issued by the Curzon, London's most exclusive cinema. This is the only West End house, Jock informs us, that incorporates outside advertisements in its program, issued monthly.

Actually there are no really original features in the program, but it is a well-edited and prepared brochure with some useful information about the bills, prices, a "sister" house, and how to get to the Curzon—a very useful feature since the cinema is situated away from the general flow of traffic in Mayfair.

The policy of the 600-seat Curzon is to present Continental films, but during the summer months it specializes in repertory weeks, presenting two different films of some popular star each day. (There's an idea for you, boys). The Marx Brothers comedies have proved the most successful in these series.

Jock gives us some pointers on distinguishing British standards of currency from our own. For instance, reckoned at $4.80 to the British pound, the Curzon's admission prices are 2/6 (60 cents); 3/6d (84 cents); 8/6 ($2.00); 6/ ($1.42).

Now let's jump back to the United States. This week we welcome a new member, Ned Kornblite, Jr., of the Suburban Theatre, on the bottom. The program is distributed from house to house. As we see it, Kornblite, Binghamton, N. Y. Kornblite uses two monthly programs. One is a small cardboard affair, distributed only in the theatre. It is cooperative, the merchants paying for three-quarters of the cost.

The other is printed in the form of a handbill, and the local representative for *Photoplay* and *Movie Mirror,* fan magazines, pays about two-thirds of the cost for his ad



Something Different in Covers

How's this for a program cover? It comes from Tom Pringle, of the Ideal Theatre, Toronto, Canada. Tom didn't send the above illustration as a program cover, but it strikes us as being appropriate for that purpose, and is somewhat out of the ordinary. If you believe your program has an unusual cover, why not send us a sample?

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blite's handbill program uses old style type. The outside borders are broken, yet this defect does not detract from the program's usefulness. As for the card, it can be folded to fit in the pocket or in a wallet. Thanks Ned, and we hope the other members will start exchanging with you immediately.

W. S. Samuel sends us a calendar program from Port Neches, Texas, which is quite a flash. From J. H. Roberts, manager of the Star Theatre, Hereford, Texas, we received a large green calendar, with the attractions printed in black over the dates. Roberts, we don't have your name on our membership list. Better drop us an application for membership right now. (Or maybe you've been lost in the shuffle. We hope not.)

The Affiliated Theatres Circuit sends us a souvenir programme on the occasion of the circuit's first anniversary. Theatres operated by the company include the Allen, Rialto and Walton in Germantown, Pa.; Avenue, Bluebird, Susquehanna and Temple in North Philadelphia; Eagle, Howard and Star in Kensington; Adelphi, Casino and Frolic in West Philadelphia, and the Garden in West Chester.

On the front appears a little fellow with his first birthday cake, and at the bottom of the page is a montage of the various theatres operated by the circuit. Inside is a message to patrons from the managers and employees. Although there are numerous ads throughout the programme, there are also items of interest about the theatres. The service staff of each important house is shown. Here is a souvenir patrons surely must have retained to be treasured through the years.

Next week we're going on a voyage to England again. Oh, not us personally—goodness no! We're much too busy for that. But as far as programs are concerned, we're going to span the ocean, and Jock MacGregor will be ready in London to give us some more news about British programmes. And, of course, we'll have some paragraphs about our members here at home, too. So be on hand a week from today.

CHANGE OF ADDRESS!

Program Exchange member W. S. Samuels, formerly of the Lyric Theatre, Port Neches, Texas, is now manager of the Rex Theatre, Arp, Texas. Yes, we said "Arp." That's his new address, so change your mailing sheet right now.

—Your Application Blank—

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....

Showmen's Parade

FRED JACKSON, city manager for the Griffith Circuit in Seminole, Okla., has been appointed city manager at Norman, Okla., replacing LEW CHATHAM who resigned to accept an executive position with Griffith Dickinson Theatres in Kansas City. KENNETH BLACKLEDGE, who has been city manager for Griffith in Frederick, Okla., has been named city manager for the newly acquired Griffith Theatres in El Reno. EARLE SETTLE, city manager at Okmulgee, has been promoted to BLACKLEDGE'S post. DAVID DALLAS, city manager at Holdenville, Okla., has been appointed manager of the Griffith-Dickinson Theatre at Parsons, Kans. FOSTER LYMAN, city manager at Uvalde, Tex., has been promoted to JACKSON'S post in Seminole and is replaced at Uvalde by BOYD SCOTT, formerly at New Braunfels, Texas.

K. LEE WILLIAMS, who has recently organized a circuit of theatres, has announced several managerial appointments. LOUIS LITTLEFAIR will be city manager at Nashville, Ark. He comes from the Griffith Circuit at Stanford, Texas. R. C. LLOYD will be city manager at Broken Bow, Okla. He was in Roswell, N. M. L. E. PETTY, formerly in Clarkville, Tex., is the manager in Dierks, Ark.

AL REISCH, formerly with the Garden, Brooklyn, is now in Florida and sends his "nawtherner" friends his greetings and salutations.

Money Dates

JUNE

11th

CHILDREN'S DAY. Celebrated in churches. Sponsored by the Board of Domestic Missions, 25 East 22nd Street, New York. Give a party for the kids with ice cream cones, toys and all the rest.

12th

NEW YORK CITY INCORPORATED, 1655. This is the time to play a picture with a New York locale. It might help you to sell your contest for World's Fair trips.

14th

FLAG DAY. This is the anniversary of the establishment of the Star Spangled Banner as our national flag. This year it should be especially observed. Put up flags in front of your theatre. Have the audience sing "The Star Spangled Banner" at the beginning and end of each show.

15th

PIONEER DAY IN IDAHO. It's a great day for a pioneer picture like "Union Pacific" or "Dodge City." The occasion should be particularly observed in Idaho.

ARKANSAS JOINED THE UNION, 1836. It's a good time to play a picture featuring Van Buren, Ark.'s favorite son, Bob Burns. The day should be fittingly observed in Arkansas.

17th

BUNKER HILL DAY. Although this day is observed principally in Boston due note can be taken of it throughout the country. Play a short about Revolutionary times. Run an essay contest on the Minute Men and their place in history.

Selling the Picture



Gloversville Gloves for Girls

When the stage attraction, "Stars Over Broadway" played the Glove Theatre, Gloversville, one of the Schine circuit houses, arrangements were made to have Fulton County "all-American" gauntlets modeled by twelve lovelies from the troupe. Here are the girls receiving the gloves from Mayor Thayer on the steps of the Community Center. This stunt will be used in advertising and publicity during the remainder of the show's bookings in Schine houses in New York, Ohio and Maryland.

Hartford Impressed With Rogers Week Observance

Backing of the recent Will Rogers National Theatre Week drive was effectively achieved by Manager Paul Binstock of the Lyric Theatre, Hartford, Conn. Binstock knew the worthy purposes behind the drive, so he set about to impress that fact upon the Hartford citizens.

He officially inaugurated the week with a visit to the office of Acting Mayor James F. McCourt at the City Hall. The Mayor gave Binstock a proclamation appealing to men and women of the city to join in the Will Rogers national observance. The manager's visit was photographed, and the pictures appeared in the paper.

Then Binstock went to Gov. Raymond E. Baldwin who also signed a proclamation designating April 19-25 as Will Rogers Memorial Week in theatres throughout the state. A story explaining the drive, together with a photo of Binstock and the Governor, appeared in the newspapers.

Binstock's efforts on behalf of the drive are deserving of special commendation. He could have let the observance pass the easy way, but knowing its importance and the worthy cause for which it was originated, he chose to do all in his power to help make it a success.

Then, Pray Tell, Who Are You?

A small child dressed as Little Orphan Annie, parading around the busy intersections leading a dog and carrying a suitcase, was the street ballyhoo stunt used by John Maloney, manager of the Cosmo Theatre, Chicago, in selling the film, "Little Orphan Annie." Copy on the suitcase was "I am *not* Little Orphan Annie—She is at the Cosmo today."

Palace, New York, Capitalizes On Home Town Angle on "Circus"

How a down-town theatre can win publicity for its show when the featured players are born in suburban communities or near-by towns was forcibly demonstrated by the Palace, New York, during the run of "Peck's Bad Boy With the Circus."

Tommy Kelly and Ann Gillis were students in schools of the vicinity when their respective screen careers were launched. Ann was a student of the Daniel Webster School in New Rochelle and young Kelly was attending a Bronx parochial school when he was discovered by a talent scout in search of a typical American boy to play Tom Sawyer.

The Palace obtained write-ups and photographic reproductions in local newspapers of the communities. The *Standard-Star* of New Rochelle used a two-column photo reproduction of Ann on page one and additional data and biographical matter on another page, with credits to the Palace showing.

Managers of many key-houses will be able to gain valuable breaks of this nature where members of a show's cast hail from near-by towns. Data concerning the home-towns of members of casts is carried in pressbooks.

"Excellent" is Word for Trainor's "Blondie Meets Boss" Campaign

"Excellent" is the word for the campaign staged by Lee Trainor, manager of the Rialto Theatre, Allentown, Pa., in association with Ed Rosenbaum, Columbia exploiteer, on "Blondie Meets the Boss." And when we say "Excellent," we're referring to just such stunts as these:

A wire-haired pup was given away to the person giving him the best name. The pooch was displayed in the lobby a week in advance.

Thirty blondes with noise makers were transported around town in a large bus appropriately bannered. They distributed cards bearing the copy, "How's 'Bout a Date?—Blondie."

A cooperative ad on Bulova watches was promoted from Kay's Jewelry store, as well as a special window display.

"Sour-puss" ads, showing individuals before and after seeing "Blondie Meets the Boss," were run in the local newspaper.

Three window display tieups were effected on the Remington-Rand Razor.

A fashion window was promoted from a prominent store. Eighteen other window tieups were made along Main Street.

A one dollar bank account was started for every baby born between March 31 and April 5. This cost little but netted much.

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Broadway Serenade	April 1
Dark Victory	April 22
Flying Irishman	March 11
Gunga Din	Jan. 28
Hardys Ride High	April 22
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Idiot's Delight	Jan. 21
Jesse James	Jan. 21
King of the Turf	Feb. 25
Little Princess	Mar. 4
Lucky Night	This Issue
Made For Each Other	Feb. 18
Man of Conquest	April 29
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	March 18
Stand Up and Fight	Jan. 7
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Tail Spin	Feb. 4
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Topper Takes a Trip	Jan. 14
Union Pacific	May 6
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Zenobia	Mar. 18



He Hocked His Clothes to See "Jesse James"

Besides covering a large portion of the outside wall with a smashing sign on "Jesse James," 20th Century-Fox picture, Manager Jim Ackron of the Ritz Theatre, Tipton, Indiana, had a man attired in winter underwear walking around the business district bearing the placards "I hocked my clothes to see 'Jesse James'." As a result, the film broke records. Great stuff, Jim.

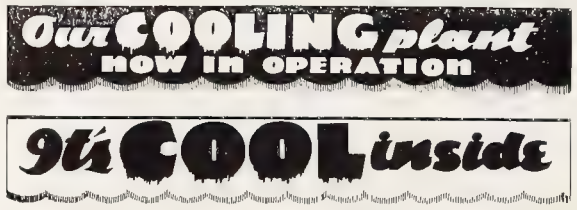
SELLING the *Cooling* SYSTEM

SUMMER will soon be upon us and you'll want to be prepared. Without casting any slurs on Hollywood product, it can safely be said that many people attend the theatre in summer as much for the purpose of cooling off as to see the picture. Your cooling plant should therefore receive plenty of advertising attention.

One stunt the writer pulled several years still stands out (our thumbs are under our armpits) as an example of subtle selling of the cooling plant. It came about in a peculiar way. A woman was prostrated from the heat in front of the theatre. The police brought her inside and the cool atmosphere helped to revive her. The newspapers got hold of the story (can't seem to remember how) and gave due prominence to the fact that the cool theatre revived the prostrated lady. Next day, the newspapers were informed that many others had entered the theatre seeking relief from the heat. It so happens that when a reporter is assigned to write a weather story, unless he's unusually clever, he'll find it difficult to think of ideas. So we were able to provide a steady feature, giving a good round figure daily as the number of people who sought relief in the theatre. The newspaper even sent a photographer around to picture the crowds buying tickets at the opening and although we didn't like it so much interviewed several people who admitted that their sole reason for attending the show was to cool off.

Well, there's an idea. The daily attendance figures will make news during a hot spell. "Hundreds rush to theatre to cool off", will be the headline and that should ensure some swell publicity for you.

But here we've gone and wasted many good lines to tell you of just one idea on how to sell the cooling plant. Of course, there are as many ways of selling the cooling plant as there are of selling a picture.



Banners for the Front

Banners like those above should be hung around your marquee and front. They should be in cool colors like dark blue on sea green or dark blue on white. Those illustrated above were made by the Hollywood Advertising Co. of New York. They're made to order to fit your marquee and are sold by the foot.

Banners and burgees outside are always good. If you had some last year, well and good, if you kept them. If you haven't or didn't, be sure you get banners to display on your front. It is an essential in selling the fact that your house is cool.

Your ads should by all means carry a slug about the cooling plant. Call it air-conditioning, refrigerating or anything you like, but get into your ads somewhere a mention of the fact that your theatre is cool. Many managers have swung away from the polar bear and iceberg stuff, but there are plenty of other ways to sell a cooling plant. A few years ago, "Cool as an ocean breeze" and "cool as a mountain stream" with appropriate illustrations were used to sell the cooling plant. "20 degrees cooler inside" was another line frequently used. Health authorities in recent years have complained that it was decidedly unhealthy to stay in a temperature 20 degrees cooler than the street and then go out on the street again and subject oneself to all kinds of respiratory diseases. So that angle has been largely eliminated, although you'll still find it practised in many spots where the manager thinks it wiser to cater to the natural instinct of man, to seek a cool place when he's hot and forget the health authorities.

Whatever angle you use, these suggestions can be adopted. If you have a great deal of respect for medical advice you can use a line like this: "scientifically and healthfully cooled". Take a look at how various other air conditioned spots in town are advertising their cooling systems. Although theatres pioneered in air conditioning, today, restaurants, railroad trains, department stores and many other establishments are offering this blessing. Some of the stunts used by them may give you an idea on how to sell your own cooling system (and how not to, also).

Interview Health Commissioner

As soon as the first hot spell comes, get an interview with the local health commissioner and have him give a story on the healthful aspects of air conditioning. Your newspaper will probably be interested in this for the subject is on everyone's tongue all through the summer.

A cooperative ad can be easily worked with various air conditioned stores and restaurants. Heading it "How to Spend a Cool Day when the Temperature is 90", you can get ads from all the other air conditioned places in town and thus have a directory of cooled spots for your patrons. If you should have the only air conditioned place, the others will cooperate by suggesting that patrons can cool off in the theatre after their shopping.

Want a novel stunt? Take a polar bear cub or some other animal like a seal who lives in northern climes and with the cooperation of the zoological director put him in the lobby with the explanation that the only place the animal was safe from heat was right there in your lobby.

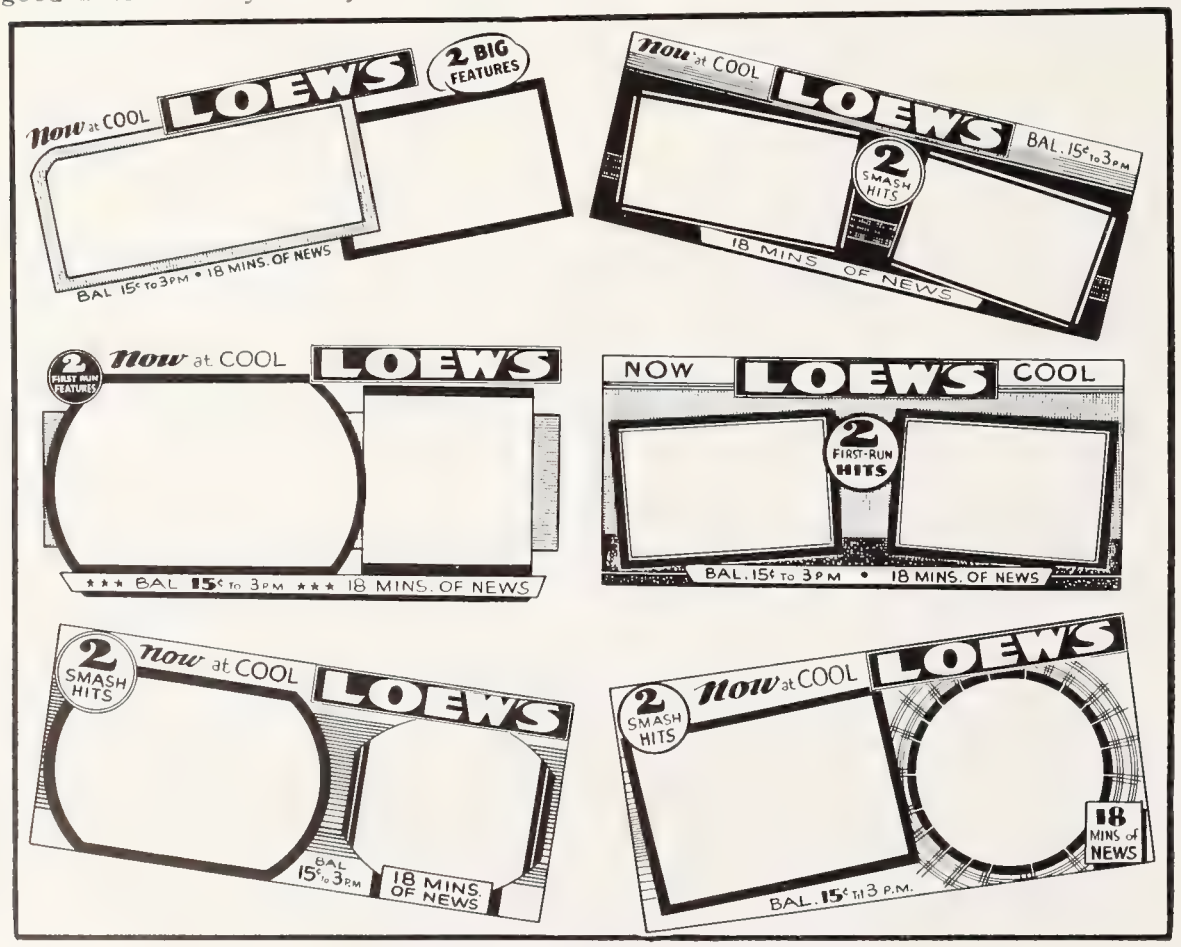
Tie Up With Equipment Mfr.

The manufacturer of your cooling system should be glad to tie up with you. Ask him to send prospective customers for plants to your theatre to see how well the system works. A sign in the store occupied by the company would do the trick, too.

Your local bus or street car system should be glad to allow you to put cards in the cars or buses because they realize that those who attend the theatre are added patrons for them too. See if you can't promote this idea.

Another newspaper stunt that will get you plenty of publicity is to have a reporter take a tour of the theatre, especially the cooling plant. Have the whole system explained to him in detail, including how the air is distributed and changed and all about how you keep taking temperature readings, etc. Remember, you can point out to him that it isn't the heat but the humidity that makes the summer uncomfortable and that while the temperature in your theatre may be almost the same as outside that there is no humidity and that consequently it feels cooler.

On the opposite page is a suggestion for a trailer that will help sell your cooling plant This is really a series of trailers.



Special Ad Slugs For Summer

Lester Pollock, manager of Loew's Rochester, Rochester, N. Y., has prepared some special ad slugs for summer use as soon as his cooling plant is in operation. Note that they all sell the cooling plant strongly and that each offers space for a double feature bill. Should you be playing single features, you can adapt these for your use by putting the feature on the left and the shorts in the right hand panel. These are small space ads, too.

Prof. Whizz, Via Special Trailers Will Help To Sell Cooling System

Professor Whizz is the unique character who, through a series of questions and answers, sells a theatre's cooling system and the advantages of coming to the theatre in the summertime. He appears in a series of special trailers distributed by National Screen Service.

The new and clever idea, it is said, has met with instantaneous approval of exhibitors everywhere and will undoubtedly prove to be an unusual business-builder during the coming summer months.

There are ten Professor Whizz questions in the series, or exhibitors can make their own or run a contest for patrons' selections. The trailers can be bought as an entire series or individually, and are said to be available at a price well within the reach of the most conservative exhibitor.

which you can get from National Screen Service.

For your lobby, we haven't seen a better stunt than one used for several years now, of a perspiring fat man, wiping his brow. His wife suggests that they go inside and cool off. This idea, in life size, makes an admirable lobby cutout.

A couple of years ago, E. H. McBride, manager of Loew's State in Syracuse, had a swell stunt for publicizing his cooling plant. He invited the Mayor and the Health Commissioner to press a button starting it up for the first time that summer. Newspaper photographers were present to take pictures and the story got a good play in the papers.

In all your summer activity don't forget that the cooling plant must be as important a part of your sales campaign as your attractions. Therefore every time you use the name of your theatre the word "cool" should precede it.

Look Cool Yourself

When we managed and operated theatres, it was always a point with us to keep our coats on at all times, even when the house wasn't open, so that any visitors would see that we were cool enough to work with our coats on while everyone else was shirt-sleeved. Of course, it is important that you be cool looking but if you give the impression that you can wear more clothes inside the house than those outside, it will be noticed. The same applies to your ushers as well.

There are many other little twists and ideas to sell the cooling plant which we have had to omit, because of lack of space. If you have any outstanding ideas, send them in and we'll use them to pass along your ideas to other theatre men this summer.

Special Early Morning Showing of "Midnight" For Taxi Drivers

Because "Midnight", its newest picture, is about taxi drivers, Paramount offered a special preview for taxi drivers in New York at the Paramount Theatre after the last show. Since this is the first picture to show hack drivers or "hackies" as they them themselves, in a favorable light, Paramount decided to push the picture through them.

Four thousand tickets were given out to taxidrivers in New York and every seat in the big house was filled. If any drivers were asked for their recommendations for a good show, there is no doubt what their answer was. The stunt made the front page of the *Transport Bulletin*, publication of the taxi drivers' union in New York. Why not try it in your city?

"Pygmalion" Gets Typical Hoosier Selling Campaign in Indiana City With Big Results

They were just a little hesitant about "Pygmalion" out in Marion, Ind. Not that it wasn't a good picture. That was the least of their worries. Knowing Marionites and their ever-changing tastes in films, Manager Billy Connors of the Indiana theatre wasn't sure just what kind of a reception "Pygmalion" would receive. But if it went over big everywhere else, Manager Connors reasoned, that record certainly should be duplicated in Marion. At least he'd see to it that a big exploitation campaign was used.

So Walter Miller, advertising director, along with Harold Marshall, MGM exploiteer, went to work. And when they finally came up for air, and the film had opened to tremendous business, here was the gist of what they had done:

A large 4-column scene cut along with a story was planted in the *Chronicle-Tribune* a week before the opening. This was phenomenal, since the paper hadn't given such a break to a film in 12 years.

Teaser ads, "Who is Pygmalion?", "What is Pygmalion?", etc., were inserted in the paper 8 days in advance. Later, they were changed to small ads using Shaw's head, the sly old gentleman saying, "No, 'Pygmalion' is not a jungle picture—it's the laugh riot of the year, etc." Ads increased in size up to the opening.

To cater to the high school students, they conducted a 200-word essay contest on "Pygmalion", through the cooperation of the school paper and Principal John W. Kendall. *Study Guides* were given to all the teachers for class discussion. Prizes of cash and guest tickets were awarded. Students had to see the film before they could compete.

One thousand bookmarks were distributed through the Marion Public Library, lending libraries and the school library.

One thousand cocktail cards bearing copy, "Oh P-Shaw, I mustn't forget to see 'Pygmalion' at the Indiana," were placed in all restaurants, bars, drug stores, etc.

Two hundred tack cards with the copy, "Be a Pygmaniac, see, etc.", were placed in windows and tacked up in surrounding towns.

Because of a city ordinance, no advertising posters or tack cards can be placed on telegraph poles in Marion. To overcome this obstacle, Miller and Marshall received Mayor Barney's permission to tack up safety cards, each bearing the copy, "Don't be a Pygmalion—Drive slowly." This created interest in the title.

Three thousand perfumed tissues bearing the copy, "Save this handkerchief. You'll laugh till you cry at, etc." were distributed from the theatre a week before the opening and by a ballyhoo man on the streets one day in advance.

The sidewalks were stenciled one day in advance all around the town. Bumper strips were used on local taxis.

Window display tieups were arranged with Watson's Book Store, Western Union, Bon-Ton Beauty Parlor and the Paris Clothing Co.

Although there is no radio station in Marion, Marshall gave the picture a plug over Station WOWO at Fort Wayne, about fifty miles from Marion.



He Knew His Ad Angles

The Key to Bigger Box Office Grosses!

"Chick" Lewis presents

ENCYCLOPEDIA OF EXPLOITATION

(SECOND PRINTING)

by Bill Hendricks and Howard Waugh

PRICE $3.50

Cash, Check or Money Order.
(No C. O. D.'s). For Canada add 25c.

SOLD ONLY THROUGH

1501 Broadway SHOWMEN'S TRADE REVIEW New York City

LUCKY NIGHT



It's Your Lucky Break When You Get Loy & Taylor In An Exploitation-Packed Romance

THERE are sundry reasons why "Lucky Night" should be, and is, a great bet for exploitation. First and foremost, of course, is the fact that Myrna Loy and Robert Taylor are co-starred for the first time. Your audiences have seen them individually in several films, but now the Taylorites and the Loy—alists will be descending on your theatre en masse to see them together. That, in itself, is a good sign for you.



And there's another reason. "Lucky Night" reunites Producer Louis D. Lighton and Director Norman Taurog. The two worked together on "Skippy," the film that sent Jackie Cooper soaring toward fame; they joined hands in the production of "Sooky" and an earlier version of "Huckleberry Finn." It must have been "old home week" when these two started work on the new Myrna Loy-Robert Taylor film. In all your advertising, you should point out that the top-flight producer-director team which turned out the films named above again combined their talents for "Lucky Night."

And there's still another reason. Here is a story, or perhaps we should say a comedy, with New York's gay life as its background. It's modern. Granted that a majority of films utilize the gay, exciting life of New York as backgrounds, theatregoers in the average-sized towns are always thrilled and intrigued. And since there's a World's Fair near the city of sky - scrapers this year, you can bet that they'll be even more interested than ever. So — there's another feather in your exploitation cap.

Now take the title. One reviewer in a metropolitan daily took occasion to warn the reader that "Lucky Night" is "a picture, not a game." That may be a little far-fetched, but it will serve as a warning to you to keep plugging not only the title but the two stars as well. The title literally breathes showmanship, because it affords you the opportunity to effect numerous tieups, stage contests, etc. And when used in a series of teaser ads, it can provoke a lot of interest among members of the general public.

As for teasers, whether they're placed in the newspaper, made up as cards for posting around town, or converted into stickers for auto-windshield and other surfaces, MGM has prepared an ample supply for you. We like them because they're printed in reverse; that is, white letters on black. Thus, though they're small, they'll stand out on any newspaper page. They'll fit well, too, into those empty corners of your current ads. We suggest you begin your campaign with them, using them in whatever way you believe to be most practical. And if you want illustrative effects, three more have been prepared in this vein. That makes nine teasers—certainly enough to whet your town's theatregoing appetite.

"Lucky" seems to be the backbone of your campaign. "Lucky" this and "lucky" that. If you use good showmanship, you'll have the word all over town, which is just what you want to accomplish. Let's see just how many stunts we can recommend.



Paint Pic Portends Promotion

Handsome paint salesman, isn't he? And it's a handsome tieup you've got in this still. Folks are cleaning up and painting their homes. So order several of these stills now and hot-foot it around to paint and decorating dealers.

Spin the Wheel of Chance

So you've used a roulette wheel in your lobby before. So what? You can use it again, because the gambling instinct is a part of every one of us, whether we wish to admit it or not. Your patrons will enjoy spinning the wheel. It can be arranged in many different ways. For instance, a number in large black letters can be posted above the wheel. If the wheel stops at that number, the lucky patron gets two guest tickets to see the picture. On the other hand, in place of numbers, you can use stills from past films in which Myrna Loy and in which Robert Taylor have appeared. Only one still shows them as a team in "Lucky Night." Lucky is the patron if the wheel stops at this still. Or you can use stills of other MGM stars, with Miss Loy and Taylor included. Stopping of the wheel either on Miss Loy's photograph or Taylor's assures the winner free guest tickets.

Let's go on now to another "lucky" stunt. You could tie up with department stores, drug stores, restaurants, etc., with this one. Let's say that with each purchase made, no matter how small, the customer receives a photo of Miss Loy and Taylor. (You can order stills of them as a team from your MGM exchange). The photo, in itself, would be a handsome premium, but there's a number on the back. If it corresponds to any posted above the counter, the lucky customer either receives an added gift of merchandise or free theatre tickets. Stores could arrange to announce this offer in their ads, perhaps in a cooperative page spread, with your announcement of "Lucky Night" taking the center space.

Going on from there, you might offer free admission to anyone who brings to the box office an actual four-leaf clover. The grass will be pretty well on its way by the time you play the picture, so it shouldn't be an impossible task or hopeless gesture on your part to make an offer of this kind.

Here's something that should make an eye-filling street ballyhoo. Through the cooperation of your florist, have either a large horseshoe or clover made up of flowers. Two attractively attired young ladies could carry it around the business district. A card on the flowers, large enough to be easily seen, could read: "Congratulations to Myrna Loy and Robert Taylor for their swell performances in 'Lucky Night.' Lucky you'll be if you see it at the Blank Theatre next week."

Here Are Your Cast and Credits

Cora Jordan .....MYRNA LOY
Bill Overton ....ROBERT TAYLOR
Joe Hilton .....Joseph Allen
Calvin Jordan .....Henry O'Neill
George .....Douglas Fowley
"Dusty" Sawyer .....Bernard Nedell
Carpenter .....Charles Lane
"Blondie" .....Bernadene Hayes
"Blackie" .....Gladys Blake
Mrs. Briggs .....Marjorie Main
Policeman .....Edward Gargan
Conductor .....Irving Bacon
Police Lieutenant .....Oscar O'Shea

A METRO-GOLDWYN-MAYER PICTURE. *Produced by* LOUIS D. LIGHTON. *Directed by* NORMAN TAUROG. *Musical Direction by* FRANZ WAXMAN. *Screenplay by* VINCENT LAWRENCE *and* GROVER JONES. *Based on the story by* OLIVER CLAXTON.

You might have horoscopes printed, carrying this copy: "The stars indicate that (date) will be your Lucky Days, for you'll have an opportunity to see 'Lucky Night'." You can get a regular horoscope and have duplicates made of it for this purpose. You could have a four-page herald made up, the front of which has the sign of the zodiac, over-printed with this copy: "Are you lucky? Just see what's in the stars—." On opening, the inside spread reveals a large cut of Myrna and Robert in a romantic pose, together with selling copy about "Lucky Night." Your lead-off for the spread could be something like this: "There's a lot of happy-go-lucky fun in the stars, especially when they're Myrna Loy and Robert Taylor in a comedy of hilarity and heart-throbs galore, etc."

Distribution of Heralds

The unique heralds might be distributed by a man dressed as an astrologer (wearing a long black gown onto which cutout moons and stars have been sewn) or by a girl in a brief costume covered by a long transparent star-decorated robe. Don't let the impression get out that "Lucky Night" has anything to do with astrology. Our suggestions here are based on the "lucky" angle. If you feel that the wrong impression might be gained, better take care in using the stunts.

In your ads or programs, you can list lucky telephone numbers taken at random from the telephone book. Those discovering their telephone numbers are to call at the newspaper office and identify themselves, after which they receive tickets to see the picture. Each day a theatre attache or a newspaper reporter could record the license numbers of cars whose owners drive carefully, the numbers to be published in the paper that night. A story to this effect should be planted in advance.

Some "Lucky" Radio Ideas

Lucky numbers might be called over the radio either as part of a spot announcement plugging the film, or as part of a sponsored program with the cooperation of the sponsor. Over the radio or through the newspaper local citizens could be invited to write short letters on "My Luckiest Day" or "My Lucky Experience." Winning letters could be read over the air or published in the paper.

On the night of the picture's opening, it would be a novel idea to have a broadcast from the front of the theatre in which the announcer invites people to break small mirrors (which the house has purchased in quantity) and to walk under a ladder before going in to see "Lucky Night." For example, here's what the announcer could say: "Well, this is certainly a 'lucky night' for Mrs. John Doe. She's not a bit superstitious, and just to prove it she's breaking a mirror (sound of glass breaking) and walking under a ladder. No sir, nothing's going to stop her from having a gay time watching Myrna Loy and Robert Taylor in the happy-go-luckiest romance of the year, etc."

All of us remember our experiences in trying to get our first job. In the picture, Myrna has the same trials and tribulations. Why not get the classified ad department of the newspaper to sponsor a contest to promote its Help Wanted columns in which men and women tell of the difficulties they encountered, both serious and humorous, in trying to land that first job? It's a swell contest bet.

The "lucky" angles come thick and fast. Here's another. Seek the cooperation of a department store in announcing that on a certain day they will put into circulation in change handed to patrons in their store a number of lucky bills that will entitle those receiving them to see "Lucky Night." The serial numbers of the lucky bills could be included in the announcement, and could also be posted in conspicuous spots around the store. They could also be listed at the theatre.



Good Luck Assured With These Layouts

There are lots of clever ad layouts on "Lucky Night," an important one of which is shown above at the left. It's the cartoon-strip idea so prevalent these days, and it gets over the film's hilarious story in fine shape. None the less appealing is the large layout on the right which the Capitol used for its opening day newspaper barrage. A small slug mat is shown here.

With these Loy fashion photos (only a few are shown, by the way) you ought to be able to arrange cooperative window displays in women's shops. They'd make good women's page material for the newspaper. No endorsements permitted, however.

At restaurants and soda fountains a certain number of the checks could be stamped on the back with the title of the film. The lucky person who gets a stamped check also receives two tickets to see "Lucky Night." In connection with this stunt, you should arrange for counter and window displays.

If you can procure cheap Chinese yens from a novelty or importing company, get a supply and insert each one in a small envelope on which is printed this copy: "Open this envelope and get that lucky yen to see 'Lucky Night,' etc."

Redbook magazine for June selected "Lucky Night" as the "picture of the month." If copies of this issue are still on sale, arrange with your newsdealer to insert slipsheets announcing the engagement of the film at your theatre. Have a blowup made of the magazine cover and the page on which the selection appears, for display in your lobby.

Large cutout clovers could be suspended from the marquee. Stars, horseshoes and clovers could be painted on the backgrounds of your lobby displays. Atop your marquee place a circular or star-shaped cutout of Myrna and Robert; the 24-sheet is adaptable to this purpose. The 6-sheet is swell for a lobby or sidewalk cut-out display. You can get bright green cardboard clovers from the Economy Novelty and Printing Co., 225 W. 39th St., N. Y. C., for your ushers and other service staff members. Lucky gold cardboard coins are also available from the same firm.

A Swell Exploitation Bet

With two stars as popular as Myrna Loy and Robert Taylor; with a title that lends itself to even more stunts than we have been able to suggest here in the confines of these two pages, we repeat again that you have a swell exploitation bet in "Lucky Night." It should be a pleasure to map out the campaign on such a film. And when it's all over, it should be a pleasure to see the fruits of your efforts. Lucky are the showmen who get a chance to show what they can do with "Lucky Night."



The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

IN THE SHORT SHOPS

Vitaphone

Leon Schlesinger, producer of "Merrie Melody" and "Looney Tune" cartoons, has completed work on a patriotic one-reel "Merrie Melody" cartoon in Technicolor, entitled "Old Glory". The film deals with Porky Pig's desire to understand the meaning of pledging allegiance to the flag, and after a cartoon figure of Uncle Sam starts to explain it to him, a cavalcade of American history passes by. The cartoon is one of the most ambitious ever produced by the studio, and will be released July 4.

MGM

A new member is added to "Our Gang." He is five-year-old Michael Gubitosi, son of a Passaic, New Jersey, blacksmith. The father gave up his government anvil job to bring Michael to the Coast for a vaudeville engagement that didn't materialize. An appointment was made for the boy to see Fred Datig, Metro-Goldwyn-Mayer casting director. Impressed, Datig assigned Michael to a small role in the feature, "Bridal Suite." Jack Chertok, producer of the "Gang" comedies, saw rushes on the film, and immediately signed Michael as a permanent addition to the Gang. He will be seen in the latest Gang comedy, "Joy Scouts" which Edward Cahn is directing.

Hollywood's typical extra girl now has a leading role. A year and a half ago, when Carey Wilson made his two one-reelers on Hollywood extras, "Hollywood Extras," and "Hollywood Second Step," Jane Barnes was chosen to portray herself in each of the films. Miss Barnes married soon after and hadn't appeared again on the screen until Felix E. Feist gave her her first leading role in Pete Smith's latest specialty, "Culinary Carving."

"Pups and Penguins," an "Our Gang" comedy went into production this week with a cast of three goats, twelve dogs and a penguin sharing top roles with the gang. George Sidney directs, Jack Chertok produces from screenplay by Alfred Giebler.

Columbia

Buster Keaton will begin his second two-reel comedy under the direction and production of Jules White this week. Lorna Gray will most likely be his leading lady. The story, as yet untitled, was written by Clyde Bruckman and has a Civil War background.

Simultaneously, production will start on the first of Columbia's "Fools Who Made History" series, to be released during 1939-40. The initial one-reeler in this series of six will tell the story of Elias Howe, inventor of the sewing machine. Jan LeMan, writer of the screenplay, will direct, under the supervision of Hugh McCollum.

Three recently completed shorts were previewed with gratifying results during the past week. They were "Three Sappy People," starring the Three Stooges; Charley Chase in "Teacher's Pest;" and a Columbia Community Sing featuring the Sons of the Pioneers in Western Ballads.

Being readied for early national showing is the "Columbia Tour" recently filmed on Treasure Island, site of the San Francisco World's Fair. The subject was filmed entirely in Cinecolor, with Producer Hugh McCollum heading a camera crew that spent considerable time in the Bay City in order to completely cover the fair.



Director Crane Wilbur Directing

Crane Wilbur, who has made many of the Warner Bros. historical featurets is shown here giving instructions to his cast before shooting a scene for the newest one, "Bill of Rights".



In Triple Role

Alexander Woollcott, who will pen the script, narrate and act in the forthcoming Dionne Quintuplet screen special to be made by RKO Pathe and released by RKO. It is tentatively titled "Five Times Five."

122 Shorts, 4 Serials On Col's New Program

Columbia's program of short subjects for the new season announced at its convention in Atlantic City this week represents the largest short subject program of any distributor. The company plans four serials, 26 two-reel subjects and 96 single reels.

The four serials are as follows: "The Shadow", based on the radio program; "Terry and the Pirates" from the syndicated cartoon strip; "The Green Archer" from the Edgar Wallace novel; "Deadwood Dick" the far famed dime novel western hero.

There will be two series of two-reel comedies. Eight will be made by the Three Stooges and 18 will feature other comedians such as Charley Chase and Buster Keaton.

There will be 36 cartoons divided into three series. The Color Rhapsodies series of 16 will be continued. Scrappy and Krazy Kat will be among the characters to be seen in 10 cartoons of the Phantasies series. Six Fable cartoons will also be made by Charles Mintz.

"Fools Who Made History" is the title of a series of six subjects concerning anecdotes of world famous inventors whose efforts were regarded as ludicrous in their own time. Another new series will be the Pals and Pets group of six devoted entirely to bird and animal life. A series showing comedy favorites of twenty years ago will include six single reels and will be known as the Favorite Moments of Comedy. Six Cinescopes will comprise another new series devoted to novelty and unusual events.

Old series being continued include the 12 Screen Snapshots, 12 World of Sports, 6 Washington Parade and 10 Community Sings.

In addition to these subjects the company contemplates a series of shorts made by Mrs. Osa Johnson, which will be sold separately.

Short Subject Reviews

DIXIE—U.S.A.

Prod. No. 93.110 *Fine*

RKO March of Time No. 10 19 mins.

Comment: Here is a real study of the South—its resources, its industries and its problems. It has been called the nation's No. 1 economic problem by President Roosevelt and as such has been given extensive study. The negro problem is exhaustively treated in this subject as well as that equally great problem of the poor whites of the South. The famous Berry School is shown doing its part toward the salvation of the latter group of unfortunates and doing a fine job of it too. This is one of the most interesting issues the March of Time has ever put out, being entirely free of propaganda and containing material of direct interest to the U. S. A. rather than a subject of abstract or academic interest.

Exploitation: Essay contests in the schools on the problems of the South should help to sell this. Theatres in the South, of course, have unlimited opportunities for selling this but those in the North too should not fail to take advantage of its meaty material. Newspapers will undoubtedly give full cooperation.

SCREEN SNAPSHOTS NO. 9

Prod. No. 9859 *Interesting*

Col. Screen Snapshots 10 mins.

Comments: The film colony's interest in horses is pictorially depicted here. The stars are shown at the racetracks; Bing Crosby and his horses get some of the footage, and Jackie Searl proves himself a real he-man as he wins a steeplechase contest. Robert Taylor, Barbara Stanwyck, Jack Haley, Anita Louise and many other film luminaries pop in and out of the proceedings. It's all interesting stuff, especially for dyed-in-the-wool movie and racing fans.

Exploitation: A screening of this subject before your local newspaper's sports editor might influence him to write a special feature about the stars' participation in horse racing. List the names of the stars who appear in the short on your lobby announcement board.

MANDRAKE, THE MAGICIAN

Col. Serial *For the Kids*

First Episode, 27 mins.; 11 others, 18 to 20 mins. each

Comment: Serials are like the nations in world affairs. There are the "haves" and the "have-nots." In this particular chapter-play, a scientist has a destructive radium-energy machine, and a super-criminal, known only as The Wasp, wants it. Doris Weston is the scientist's daughter, and Warren Hull is the magician who, naturally enough, fights on the side of the "haves." For eleven chapters the "have-nots" will be in almost complete possession of the invention, while the "haves" will fight perilously to prevent them from getting it. And then in the final chapter, the head of the "have-nots" will be revealed, and the "haves" will be happy once more. That seems to be the formula of a successful serial, and it is used to advantage here. However, successful, when applied to a chapter play, means that it's swell stuff for the kids. There's excitement and action here for them, but most adults won't care for it.

Exploitation: If your local newspaper is running the comic strip on which this is based, tie up by having a theatre date credit line printed on the same page. Flashy heralds or handbills distributed to children should help to assure a sizable first-chapter crowd. Two-for-one coupons will also help.

THE HOUSE THAT JACK BUILT

Prod. No. 9509 (Tech.) *Very Amusing*

Col. Color Rhapsody No. 9 7 mins.

Comment: Here's one of the most amusing color cartoons we've seen in a month of Sundays. Jack Beaver builds his own house, and bothers nobody; but a couple of other snoopy animals can hardly wait to get in to tear it apart. Jack calls for the police, but gets the termite wrecking squad instead, and they eat his home away before his eyes. He gets revenge, however, and the end shows the other animals re-building his home for him. You can promise your audiences a jolly time when they see this.

Exploitation: As far as the termites are concerned, you might tie up with a store selling a disinfectant that kills moths, termites, and other "house- and clothes-wrecking" insects. Give the cartoon worthy mention in your ads, in your lobby and on your marquee.

DIVING RHYTHM

Prod. No. 9806 *Excellent*

Col. Sport Thrills No. 6 10 mins.

Comment: Some of the world's greatest divers, including Pete DesJardines, Charley Deal, Marshall Wayne, Tony Zukas, go through their breath-taking dives in perfect form. Of course, a little humor is provided by Ted Weingarten and Frank Foster who do some nifty slap-happy belly flops. Your patrons will be thrilled as these famed aquatic champions display their prowess. Jack Nofoed did the narrative, and Ford Bond describes the scenes.

Exploitation: By inviting important local swimmers, sports editors, and other folk prominent in sports, you will be paving the way for excellent word-of-mouth comment, which in turn will help your business. Give the subject special mention in your regular advertising media.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

Week Beginning May 12

CAPITOL—Lucky Pigs (Col.); Rural Hungary (MGM); Dark Magic (MGM).

CRITERION—While America Sleeps (MGM) rev. 4-22-39; So Does An Automobile (Para.) rev. 4-1-39; Lone Ranger Rides Again No. 13 (Rep.) rev. 2-18-39.

RIALTO—Muscle Maulers (20th-Fox) rev. 4-29-39; Big Leaguers (RKO) rev. 4-22-39.

RIVOLI—Donald's Lucky Day (RKO) rev. 10-22-38.

ROXY—Inside Baseball (20th-Fox); Their Last Bean (20th-Fox) rev. 5-6-39.

STRAND— Bars and Stripes Forever (Vita.); Mechanix Illustrated No. 4 (Vita.).

CHICAGO LOOP

Week Ending May 6

APOLLO—Somewhat Secret (MGM) rev. 4-22-39; Leave Well Enough Alone (Para.) rev. 4-29-39.

GARRICK—The Story of Dr. Jenner (MGM) rev. 4-22-39; Little Goldfish (MGM) rev. 4-22-39.

ROOSEVELT — Muscle Maulers (20th-Fox) rev. 4-29-39; Thugs With Dirty Muggs (Vita.).

UNITED ARTISTS—The Crawfords at Home (Vita.); Pictorial No. 9 (Para.) rev. 5-6-39; The Fox Hunt (RKO) rev. 6-18-38.

A WORM'S EYE VIEW

Prod. No. 9755 *Just Filler*

Col. Scrappy Cartoon No. 5 7 mins.

Comment: Scrappy goes fishing, and baits his hook with a fast-talking worm who talks himself out of some ticklish spots. That's all there is to this cartoon, which will serve to fill that extra seven minutes on your program. Charles Mintz produced.

Exploitation: Give it regular mention in your newspaper ads and house programs.

. . NEWSREEL SYNOPSES . .

(Released Saturday, May 13)

PARAMOUNT (No. 81)—Sailors visit West Point; Gen. Pershing visits Washington; Mail truck exhibit; New Modern Art Museum opens in N. Y.; Coal strike situation (to be shipped separately); Bombers in test maneuvers; Celebrity softball in N. Y.

MOVIETONE (Vol 21, No. 70)—Rancheros ride at Santa Barbara, Calif.; Rebuild Niagara Falls honeymoon bridge; Chorus girls entertain fleet; Social headquarters for Fair visitors; New Modern Art Museum opens in N. Y.; Flying over New Zealand; Dog vs. rooster; Celebrity softball in N. Y.; Feminine wrestling in Detroit; Sailboat yachting near Seattle.

NEWS OF THE DAY (Vol. 10, No. 266)—British royalty depart; Mail truck exhibit; Sailors visit West Point; Call coal crisis conference; Gen. Pershing visits Washington; Rancheros ride at Santa Barbara, Calif. (Los Angeles, San Francisco only); Poland stages army show; British polo team makes Eastern debut; Celebrity softball game.

PATHE (Vol. 10, No. 85)—Poland and its corridor; Roosevelt sees postal exhibit; Man-made lightning demonstrated; Celebrity softball in N. Y.; Rebuild Niagara Falls honeymoon bridge; New Modern Art Museum opens in N. Y.; Girl gymnasts perform in Calif.; Sands Point Ramblers polo game.

UNIVERSAL (Vol. 11, No. 770)—Sailors visit West Point; Coal strike at Harlan, Ky.; Gen. Pershing visits Washington; Bootleg liquor confiscated at Brooklyn; Rebuild Niagara Falls honeymoon bridge; Salmon run at Rock Island, Wash.; Man-made lightning; Waterproof fashions; Rancheros ride at Santa Barbara, Calif.; Celebrity softball in N. Y.; Wrestling in molasses at Minneapolis.

(Released Wednesday, May 10)

PARAMOUNT (No. 80)—New World's Fair pavilions dedicated: Dr. Alexis Carrel inspects working model of mechanical heart; "Al Smith Day" at San Francisco Fair; Ashes of former Ambassador Saito arrive in Japan; Albanian guard takes oath of allegiance to Italian crown; British maneuvers in Egypt; Queen Wilhelmina of The Netherlands reviews nation's naval strength; Rare devil fish captured in Florida; Lou Nova trains for fight with Max Baer; Johnstown wins Kentucky Derby.

MOVIETONE (Vol. 21, No. 69)—Johnstown wins Kentucky Derby; Roosevelt welcomes President Somoza of Nicaragua; Generalissimo Franco on victory tour; 18th Field Artillery in war games in Oklahoma; Farley inspects new mail delivery scooter at Columbia, S. C.; Spectacular acquacade opens at World's Fair; McDonald Observatory dedicated on Mt. Locke, Texas; Fashions for brides; Lew Lehr and a bouncing 71-pound baby; New Union Depot opens in Los Angeles (Pacific Coast only); "Al Smith Day" at San Francisco Fair (Pacific Coast only).

NEWS OF THE DAY (Vol. 10, No. 267)—Roosevelt welcomes President Somoza of Nicaragua; Queen Wilhelmina of the Netherlands inspects navy; Albanian guards swear allegiance to Italian crown (except San Francisco and Los Angeles); "Lindbergh heart" on display; New school of fish for Florida aquarium; Rival World's Fair chiefs meet (San Francisco only); "Al Smith Day" at San Francisco Fair (San Francisco only); New Union Station opens at Los Angeles (Los Angeles only); Portsmouth vs. Wolverhampton Wolverines in soccer match; Johnstown wins Kentucky Derby.

PATHE (Vol. 10, No. 84)—Capital fetes Nicaraguan president; Government acts on coal conflict; Giant skyboat tests wings on Cost; Hitler rejects F. D. R.'s peace plea; Australia mourns late Prime Minister; Johnstown wins Kentucky Derby.

UNIVERSAL (Vol. 11, No. 769)—Johnstown wins Kentucky Derby; Capital fetes Nicaraguan president; Giant skyboat tests wings on Coast; Rumanian foreign minister seeks French aid; British air raid defenses tried out; Mechanical heart at World's Fair; Albanian guards swear allegiance to Italian crown; "Al Smith Day" at San Francisco Fair; Large devil fish captured in Florida; World's Fair aquacade opens.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

JOEL MCCREA has been borrowed from SAMUEL GOLDWYN for the lead in WARNER BROS. "Career Man", with ANN SHERIDAN and JEFFREY LYNN. JAMES HILTON, WARREN DUFF and FRANK DONOGHUE are writing the screenplay, with starting date set for May 15. LLOYD BACON directs under the production wing of LOU EDELMAN.

Personal appearance tour of TEX RITTER, Monogram musical western star, has been postponed until July. Producer EDWARD FINNEY will start Ritter's next picture, "Roll, Wagons, Roll", before the end of this month with AL HERMAN directing, and RITTER will start his tour immediately upon its completion.

W. P. LIPSCOMB, who wrote the screenplay of UNIVERSAL'S "The Sun Never Sets", has been retained at the studio to write the screenplay for "The Invisible Man Returns", which will be directed by JOE MAY. The picture is a sequel to the successful "Invisible Man".

"The Spellbinder", LEE TRACY'S second screen vehicle for RKO, went into production this week with BARBARA READ playing the leading feminine role. The story, a modern drama built around the life of a criminal attorney, is an original by JOSEPH ANTHONY. JACK HIVELY directs for CLIFF REID.

WALTER WANGER'S first picture for the 1939-40 UNITED ARTISTS program will be "Whose Wife?" directed by TAY GARNETT. LORETTA YOUNG has been signed as the first of three top-ranking stars to play its leading roles.

JAMES STEWART will attain star status at MGM with the production of "The Shop Around the Corner", in which he will star with MARGARET SULLAVAN, under the producer-directorship of Ernst Lubitsch. Filming will start as soon as Stewart finishes in Columbia's "Mr. Smith Goes to Washington".

HENRY FONDA and NANCY KELLY have been chosen by DARRYL F. ZANUCK, 20TH CENTURY-FOX production chief, for the co-starring roles in the Technicolor production of "Drums Along the Mohawk." The picture, one of the biggest on the studio's new schedule, will be directed by JOHN FORD.

PENNY SINGLETON, just returned from New York, began rehearsals for the third of the "Blondie" series, "Blondie Takes A Vacation", her next picture for Columbia. ARTHUR LAKE and LARRY SIMS will be featured, with ROBERT SPARKS producing.

NATE WATT, who will direct HARRY SHERMAN'S next "Hopalong Cassidy" picture, "Argentina", starring WILLIAM BOYD, returned from Sonora, California, where RUSSELL HARLAN and two camera crews shot scenes during the progress of the annual mother lode rodeo.

Republic is rushing the last two pictures of the "Three Mesquiteers" series on this year's program to permit JOHN WAYNE to report to RKO for his role in "Pennsylvania Uprising". "Oklahoma Outlaw" rolls this week, to be followed by "Timberline Cowboys", early in June. GEORGE SHERMAN directs.

SAMUEL GOLDWYN'S "The Real Glory" company, has been split into three units, with two going on location at Kernville and Sherwood Lake this week. GARY COOPER, ANDREA LEEDS and the rest of the leads will continue at the studio, under direction of HENRY HATHAWAY.

KURT NEUMANN, director, who recently completed "Island of Lost Men", starring ANNA MAY WONG, was given another year under his Paramount contract. His option was picked up because of several successful pictures.

June 5 has been set as the starting date for "On Your Toes", WARNER BROS. adaptation of the musical comedy hit in which VERA ZORINA and EDDIE ALBERT will have the leads.

SAM ENGEL, associate producer at Selznick International, is en route to England where he will organize a second unit which will photograph background scenes for "Ordeal", which will go into production after his return.

MAX GORDON and HARRY GOETZ will return to the RKO studios on May 15 to begin actual preparations on the film version of the famous stage play, "Abe Lincoln in Illinois", with RAYMOND MASSEY in the title role. Upon completion of the picture, MASSEY will resume his stardom in the N. Y. cast.



His Hardest Job

WALTER BRENNAN, SAMUEL GOLDWYN'S *Academy Award Winner, as Professor Lawson in "Music School," starring* JASCHA HEIFETZ, *has encountered his most difficult screen assignment . . . that of conductor of a large symphony orchestra. Here* BRENNAN *is being coached in the difficult job by* ALEXANDER STEINERT, *former conductor of the Boston Symphony Orchestra.*

Werner Janssen Will Compose "Winter Carnival" Music Score

WALTER WANGER gave his current film production, "Winter Carnival", added distinction in the signing of WERNER JANSSEN, conductor of the Baltimore Symphony Orchestra, to compose and conduct a musical score for the filmplay. A graduate of Dartmouth college, which provides the setting for the film, JANSSEN has long wanted to set to music the spirit of his alma mater.

The picture is in its third week of production at the Wanger Studios under the direction of CHARLES F. RIESNER, with ANN SHERIDAN and RICHARD CARLSON in the top roles.

JANSSEN'S original music will include choral numbers, a carnival song, a college chant and other compositions to provide mood for various scenes.

John Wayne and Edward Ellis Head Cast of "Pennsylvania Uprising"

JOHN WAYNE, who recently played the romantic lead in WALTER WANGER'S "Stagecoach", has been borrowed from Republic by PANDRO S. BERMAN, Vice-president in charge of RKO production, for the major role in "Pennsylvania Uprising", scheduled for filming this summer.

Sharing honors at the head of the cast will be EDWARD ELLIS, now under contract to RKO, and currently appearing in "Career".

"Pennsylvania Uprising" will be produced by P. J. WOLFSON as a Class "A" feature. WOLFSON also authored the screenplay based on NEIL SWANSON'S best-selling novel, "The First Rebel".



Between Scenes

Relaxing between scenes on the set of RKO Radio's "Five Came Back," Director JOHN FARROW, CHESTER MORRIS *and* ALLEN JENKINS *are entertained by Producer* BUDDY DE SYLVA, *who is visiting them from the stage next door where* GINGER ROGERS *and* DAVID NIVEN *are working in a romantic drama titled "Little Mother."*



Tempting Baby

Glamorous ANN SHERIDAN *tries her wiles on eighteen-months old* SUSAN MCCASH, *with the help of the child's mother, in preparation for a scene in "Winter Carnival" one of United Artists' new season pictures.*

Betty Field and Jackie Cooper To Star in Para's "Seventeen"

BETTY FIELD, who left the New York stage to come to Hollywood two months ago, was awarded the feminine lead opposite JACKIE COOPER in Paramount's "Seventeen", soon to go before the cameras. MISS FIELD was selected for the part after executives had witnessed her work in her first motion picture, "What a Life", in which she also appears with COOPER.

"Seventeen" is based on the Booth Tarkington novel of the same name. LOUIS KING has been assigned to direct under the production wing of STUART WALKER.



Looking Over Script

DIRECTOR ROY DEL RUTH *discusses the* CHARLES R. ROGERS *production, "The Star Maker" with* BING CROSBY *at Paramount. The new comedy gives* BING *a chance to sing six songs, several of which are from the old* GUS EDWARDS *revues which furnished a basis for the film.*

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Warner Bros. have just announced "The Patent Leather Kid", as a forthcoming production for John Garfield, which makes number 12 listed for the star. Might be a good idea to look around for some "old man" stories, as we have an idea John will be pretty well gone in years before he finishes.

Spotted an MGM casting sheet for "Lady of the Tropics". It calls for 17 elephant men, 6 rickshaw "chauffeurs", 8 Annamite longshoremen, 8 Filipino musicians, 6 dignitaries, 13 native servants, 6 native merchants, 1 policeman, 2 French sailors and 1 experienced bullock driver. What . . . no bathtub?

Mack Sennett, world-famous pioneer film producer, will return to active motion picture production in Hollywood, as associate producer with Harry Joe Brown on 20th Century-Fox' "Hollywood Cavalcade". As one oldtimer to another, how about ringing in a flock of your old "bathing beauties"?

Over to Republic for a chat with Gene Autry on the set of his latest picture, "Mountain Rhythm", and will say that Gene is all steamed up about his proposed trip to England. Here's hoping Hitler doesn't throw a monkey-wrench into the works, and keeps Gene on this side.

That was a swell stunt Paramount pulled in inviting the ladies to a special preview of "Invitation to Happiness". Too bad some of our female columnists didn't take advantage of the idea, but guess "their public" wanted to see them in person, at the theatre, instead of the projection room.

Now that Eddie and Ida Cantor have celebrated their silver-wedding anniversary, a near record for Hollywood, we suppose Eddie will lay off his own five girls, and start plugging his grand-children. All kidding aside, Eddie, many happy returns of the day . . . and we mean MANY.

Lesser to Build

Film Producer SOL LESSER announces that he is searching for a site in either Beverly Hills or Hollywood on which to erect a new $100,000 bloc of executive film offices. The proposed new building will contain not only offices, but private projection rooms, dining, conference rooms, cutting rooms and an up-to-date gymnasium. It is LESSER's plan to have the project ready on or about September 1.

Big Cast in "World Moves On"

"The World Moves On", a story of prohibition days, has been selected by Warner Bros. as a summer vehicle for the combined talents of JAMES CAGNEY, PRISCILLA LANE, ANN SHERIDAN and HUMPHREY BOGART. Production will begin when CAGNEY returns from his vacation. CAGNEY will portray a cab driver who becomes a racket king and BOGART will be the villain.

Spring Production Boom at "U"

The spring production boom is on at Universal studio with five productions being launched almost simultaneously. JOHN M. STAHL sent his long-heralded "Modern Cinderella" into production this week, to be followed closely by "The Underpup", a JOE PASTERNAK production. "Bright Victory", "I Stole a Million" and "After School Days", the DEANNA DURBIN starrer, are all slated to go before the end of this month.



Brown Derby and All

HARRY M. WARNER *chats with* AL SMITH, *former Governor of New York, during luncheon at Warner Bros. Burbank studio. Note that* AL *still has his brown derby.*

Republic Makes Plans For New Million Dollar Film

Encouraged by the success of "Man of Conquest", which is currently breaking records throughout the United States, Republic is planning another million dollar picture to be started shortly.

Studio has four stories under consideration at the present time, and it is a likelihood that the selection will be made from one of the following: "The Life of George Washington", "Dark Command", "David Cook of the Rockies" and "Two Years Before the Mast". An announcement on the selection will be made as soon as board chairman HERBERT YATES and associate producer SOL C. SIEGEL return from the San Francisco sales meeting.

"Deceiver" Gets Starting Gun

Director ED. D. VENTURINI and the cast and crew of HARRY SHERMAN's "The Double Dyed Deceiver", for Paramount, left for location shots at Lone Pine the early part of the week. The picture is being produced by SHERMAN as a special with expanded budget and players including TITO GUIZAR, JANE CLAYTON, GALE SONDERGAARD and ALAN MOWBRAY.

Cummings Will Direct "Cavalcade"

IRVING CUMMINGS' next directorial assignment at 20th Century-Fox will be "Hollywood Cavalcade", co-starring ALICE FAYE and DON AMECHE, with J. EDWARD BROMBERG in an important role. ERNEST PASCAL wrote the screenplay from LOU BRESLOW's original story.

"Oldtimers" Galore Seen at United Artists' Convention

The United Artist Convention sure developed into an "oldtimers" convention, as far as STR's "oldtimer" was concerned, and kept us busy renewing old acquaintances with the gang from New York. Seemed like only yesterday when Paul Lazarus and Moe Streimer started the ball a-rolling, but they tell us it was twenty years ago. And then, to mention a few, there was Harry Buckley, Sam Rifkin, Sam and Charlie Stern, Ed Raftery, Al Margolies, Monroe Greenthal and Tom Walker.

It was swell seeing all you boys again, and here's hoping you come out to sunny California next year.

"The Oldtimer"

The Box Office Slant

Boys' Reformatory

(Continued from page 9)

and Grant Withers seem to give the sincerest performances. For exploitation, get the support of local welfare groups and tell them of the strong moral lessons in the picture, see? A display of gangster paraphernalia could be displayed in the lobby along with action stills. There are stills available for cooperative tieups, see?

Catchline: "A smashing, crashing drama of the little big house." **(FAMILY)**

The Rookie Cop

(Hollywood Preview)

RKO Drama 60 mins.

Thrills, Suspense And Dog Actor Make This One Good For Action Half Of Dual

(National Release Date, April 28)

Cast: Tim Holt, Virginia Weidler, Janet Shaw, Frank M. Thomas, Robert Emmett Keane, Monte Montague and Ace, The Wonder Dog and others. Story by Guy K. Austin and Earl Johnson. Screenplay by Morton Grand and Jo Pagano. Directed by David Howard. Produced by Bert Gilroy.

Plot: Three months on the force, Rookie Cop Tim Holt is trying to convince the Police Commissioner that his Police Dog Ace deserves a chance to help track down criminals. With the help of the Police Chief's daughter, Janet Shaw, and the next door neighbor's precocious Virginia Weidler, they track down a gang who had stolen furs, held up banks and committed other crimes too numerous to mention and convince the authorities of the worth of the dog for a place on any police force.

SUMMARY: For either half of a double, particularly in those houses that get the week-end play of the kids, this will bring in good money at the boxoffice and advance exploitation on Ace, possibly one of the greatest dogs yet to show his screen capabilities, will add much more to the take. Tim Holt, improving in every picture, is top-notch and he gets grand support from the moppet, Virginia Weidler, who wants to be a lady Police Commissioner. David Howard directs with a snappy hand and paces his chases and fights right up to the last second of suspense and has a nice story and production to help him. Try to get a trained Police Dog for outside ballyhoo and make connections with Police authorities for tieups, with uniforms and arsenal layouts.

OUTSTANDING: Tim Holt, Virginia Weidler and the Dog, Ace.

Catchline: "Just a rookie, but the tops in the eyes of his dog." **(FAMILY)**

Panama Lady

(Hollywood Preview)

RKO Drama 65 mins.

Fair Program Picture, Well Directed And Acted, O.K. For Second Feature

(National Release Date, May 12)

Cast: Lucille Ball, Allan Lane, Steffi Duna, Evelyn Brent, Donald Briggs, Abner Biberman and others. Story by Garrett Fort. Screenplay by Michael Kanin. Directed by Jack Hively. Produced by Cliff Reid.

Plot: Lucille Ball is one of half a dozen stranded chorus girls in a Panama cafe, that caters to the flotsam of that port. She is given the go-bye by a gem smuggling aviator, Donald Briggs, but is taken into the interior by an oil prospector, Allan Lane, and almost poisoned by his native girl, Steffi Duna, who resents her coming as new housekeeper. Left in care of Lane's native man Friday, Abner Biberman, she has cleaned up house just as Briggs comes to take her on a one-way plane trip. When Briggs steals Lane's oil grant plans, he is shot to death by Steffi, who accuses Lucille. It is all straightened out, and a year later Lucille is found in the states by Lane and they clinch for the finale.

SUMMARY: With about five minutes cut out of the beginning of the picture, this story would carry interest from beginning to end with a good chance for it to hold filler spot for the action half in duals. Lucille Ball and Allan Lane are in most of the footage and hold the audience well in nicely portrayed parts. Good assistance is given them by Steffi Duna and Abner Biberman as natives and Evelyn Brent as the saloonkeeper. Jack Hively gets plenty of interest and chuckles with his keen direction from a modestly budgeted production. Dress lobby with palm and cocoanut trees. Dress employes in Palm Beach garb.

OUTSTANDING: Direction.

Catchline: "When she found she didn't fire the second shot—she landed the big shot." **(FAMILY)**

Fixer Dugan

RKO Drama 64 mins.

Picture With Circus Background Should Be All Right For Saturday Afternoons

(National Release Date March 21)

Cast: Lee Tracy, Virginia Weidler, Peggy Shannon, Bradley Page, William Edmunds, Edward Gargan, Jack Arnold and others. Screenplay by Bert Granet and Paul Yawitz. Original play by H. C. Potter. Directed by Lew Landers. Produced by Cliff Reid.

Plot: Tracy is known as Fixer Dugan as his job with circus is to get everybody out of a jam when they get into one. Rita LaRoy is killed when she falls off a high wire and her daughter, Virginia Weidler is cared for by Tracy and Peggy Shannon. The child is finally taken to an orphanage through a man who had swindled Peggy but Virginia, Peggy and Tracy get even in the end.

SUMMARY: For RKO this can only be called poor fare. Lacking marquee names and without much of a plot to recommend it the picture's best hope is on Saturday afternoons. The kids will love it but there will be some who'll say they shouldn't see it because of the dishonest practices shown. It cost but little to make and shows it in most departments. Sell it with a circus atmosphere and plenty of circusy stunts. Use a "chariot" ticket booth instead of your regular box office. A clown outside the theatre and such stunts should attract attention.

Catchline: "Drama behind the thrills of the circus." **(FAMILY)**

President Keeps Promise And Inspects "Union Pacific" Train

The story behind President Roosevelt's visit this week to the "Union Pacific" special train which Paramount is sending on a tour of the principal cities of the nation in connection with the release of Cecil B. DeMille's production, "Union Pacific", leaked out in official circles in Washington.

The invitation to the President was extended by his friend, Carl R. Gray, who retired as president of the Union Pacific railroad in 1937 after serving in that post for seventeen years. Roosevelt promised to accompany Gray on an inspection trip.

Gray was found dead in bed in his hotel room in Washington this week and when the news was given the President he said he would not cancel his plan to see the "Union Pacific" special.



Columbia's Regional Meeting in Atlantic City

Home office executives, foreign representatives division managers, branch managers and salesmen from the sixteen exchanges present at the first of a series of three sales meetings held by Columbia Pictures Corporation at Atlantic City, May 8th to 11th. On the dais, reading from left to right are: George Josephs, manager sales accounting; Maurice Grad, director sales promotion; Leo Jaffe, assistant to A. Schneider; Irving Moross, attorney; Max Weisfeldt, short subject sales supervisor; Rube Jackter, assistant sales manager; A. Montague, general sales manager; Jack Cohn, vice-president; Joseph A. McConville, foreign manager; Louis Astor, circuit sales; Louis Weinberg, circuit sales; Maurice A. Bergman, director of advertising, publicity and exploitation. (Other picture on page 6)

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

MICKEY, THE KID

Rep. **Drama** **Not set**

Selling Names: Bruce Cabot, Tommy Ryan, Ralph Byrd, Zasu Pitts.
Director: Arthur Lubin.
Assoc. Producer: Herman Schlom.
Story Idea: Bruce Cabot, wanted for murder, sends his son, Tommy Ryan, whom he had brought up, to his grandmother's home. F. B. I. men, learning of Tommy's whereabouts, try to make him speak—but he keeps quiet until Cabot, trying to make a getaway after visiting Tommy, uses a bus full of children for his flight car. Tommy follows and saves the children's lives.
Catchline: "He had to denounce his father, to save many lives."

IN OLD CALIENTE

Rep. **Western** **Not set**

Selling Names: Roy Rogers, Mary Hart, George "Gabby" Hayes, Jack La Rue.
Assoc. Producer and Director: Joe Kane.
Story Idea: Roy Rogers is robbed of a large sum of money belonging to his employer and is arrested on suspicion of theft. George "Gabby" Hayes. Rogers' old friend and teacher, and his niece Mary Hart, believing in his innocence, have him released so that they may find the guilty party. The major-domo of the ranch, Jack La Rue is trapped into confessing the theft.
Catchline: "His ruse trapped the bandits".

WINTER CARNIVAL

UA **Drama** **Not set**

Selling Names: Ann Sheridan, Richard Carlson, Helen Parish, Robert Armstrong.
Director: Charles F. Riesner.
Producer: Walter Wanger.
Story Idea: Ann Sheridan, an American heiress recently divorced from a Russian Duke, in trying to avoid reporters and photographers, gets on a special train bound for Dartmouth College's famous winter carnival. There she again meets Richard Carlson, a professor whom she had jilted six years before, and when all the excitement is over, the romance is assured a happy culmination.
Catchline: "She married the wrong man, but fate brought her back to the man she loved."

DISPUTED PASSAGE

Para. **Drama** **Not set**

Selling Names: Dorothy Lamour, Akim Tamiroff, John Howard.
Director: Frank Borzage.
Producer: Harlan Thompson.
Story Idea: Akim Tamiroff is a cold-blooded scientist, whose God is science and who expects John Howard, one of his students, to follow in his footsteps. Howard and Dorothy Lamour plan to marry, but Tamiroff convinces her that Howard must not be diverted from his goal, so she leaves. Unhappy and discouraged, Howard wanders aimlessly until he gets to China, where he and Dorothy find each other again, vowing never to part.
Catchline: "He was a cold-blooded scientist, until love performed a miracle."

MEMORY OF LOVE

RKO **Drama** **Not set**

Selling Names: Kay Francis, Carole Lombard, Cary Grant, Charles Coburn.
Director: John Cromwell.
Producer: George Haight.
Story Idea: Kay Francis is Cary Grant's wife because she has been chosen for him by his parents. He meets Carole Lombard, a widow with a small child and they are mutually attracted. Carole refuses to marry Grant because she doesn't want to break up his home. Grant takes sick and Kay, realizing that it is only Carole he loves, consents to a divorce.
Catchline: "Married in name only . . . ; should he sacrifice his home or his heart?"

HOTEL FOR WOMEN

20th-Fox **Drama** **Not set**

Selling Names: Elsa Maxwell, James Ellison, Linda Darnell, Ann Sothern.
Director: Gregory Ratoff.
Assoc. Producer: Raymond Griffith.
Story Idea: Linda Darnell arrives from Syracuse looking for a modeling job and also to be near James Ellison, with whom she is in love. Ellison having found other attractions, is cold and unresponsive, until Linda gets into trouble. He then finds that she is the only one he loves and together they go back to Syracuse, where they feel they belong.
Catchline: "Which . . . together in a small town or apart in a big city?"

WAY DOWN SOUTH

RKO **Musical Drama** **Not set**

Selling Names: Bob Breen, Alan Mowbray, Ralph Morgan, Steffi Duna.
Director: Bernard Vorhaus.
Producer: Sol Lesser.
Story Idea: Bob Breen and his dad, Ralph Morgan, live on a plantation down south with their happy slaves. When Morgan dies, his lawyer and friend Edwin Maxwell, becomes executor of the estate. Maxwell attempts to sell the slaves and the plantation, so that he may have enough money to go away with Steffi Duna, an actress. Bob enlists the aid of a judge—and so saves the slaves and the plantation.
Catchline: "The harvest festival of songs, as celebrated on old-time plantations."

THE RAINS CAME

20th-Fox **Drama** **Not set**

Selling Names: Tyrone Power, Myrna Loy, George Brent, Brenda Joyce.
Director: Clarence Brown.
Assoc. Producer: Harry Joe Brown.
Story Idea: During the rains in India, when disease and trouble run rampant—George Brent, a world weary Englishman, finds the one woman in the world for him, Brenda Joyce. Tryone Power, a surgeon and descendant of one of the oldest families in India, decides to dedicate his life to his people and Myrna Loy, an Englishwoman who has always used her charms to gain her ends with men, sacrifices her life because of her love for Power.
Catchline: "A river whose waters changed the course of their lives."

THE JONES FAMILY AT THE GRAND CANYON

20th-Fox **Drama** **Not set**

Selling Names: Jones Family, Horace McMahan.
Director: Malcolm St. Clair.
Assoc. Producer: John Stone.
Story Idea: The Jones family set off to claim the house and mine left them at the Grand Canyon. The house has been used as a hideout by Horace McMahan, a murderer, so that when the Jones Family arrive, McMahan and his gang make it as uncomfortable as possible, in order to get rid of them. Jed Prouty, eventually, captures McMahan and gets the $2,000 reward.
Catchline: "The Jones Family become sleuths."

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Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Sat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Everything is Rhythm (Mu)		Harry Roy & Band		2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien			Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan			Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon			Reissued
Monster Walks (My-D)	60	Mischa Auer			Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess			Reissued
Rain (D)	85	J. Crawford-W. Huston			Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister			Reissued
Sky Devils (C-D)	88	Spencer Tracy			Reissued
Street Scene (D)	79	Sylvia Sidney			Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire			Reissued
Tombstone Canyon (W)	67	Bob Burns			Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff			Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued

COLUMBIA

1937-38

City Streets (D)	68	Fellows-Carrillo	(F)	7/1/38	b6/25/38
Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Pioneer Trail (W)	55	Luden-Barclay		7/15/38	a5/14/38
Reformatory (D)	61	Jack Holt-Wynters	(F)	7/21/38	b7/2/38
South of Arizona (W)	56	Starrett-Meredith	(F)	7/28/38	b10/8/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Arizona Cowboy (W)		Charles Starrett-Iris Meredith		5/25/39	a5/6/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Coast Guard		Scott-Bellamy-Perry			In Prod.
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W)	54	Bill Elliott-Luana de Alcaniz		1/19/39	a11/19/38
(Former title, "California Cavalcade")					
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris		Joan Blondell-Melvyn Douglas		6/30/39	In Prod.
Hidden Power		Jack Holt-Gertrude Michael			In Prod.
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Man From Sundown (D)		Chas. Starrett-Iris Meredith			In Prod.
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)	64	Chas. Starrett-Linda Winters		3/30/39	a2/4/39
(Former title, "Mounted Police")					
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Parents on Trial		Jean Parker-Johnny Downs			In Prod.
Rio Grande (W)	59	Chas. Starrett-Ann Doran		12/8/38	a10/1/38
(Former title, "North of Texas")					
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39	b4/29/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith		4/27/39	a3/18/39
(Former title, "The Oklahoma Trail")					
Strange Case of Dr. Meade (D)	65	Jack Holt-Beverly Roberts	(F)	12/15/38	b10/29/38
(Reviewed as "Outside the Law")					
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
West of Sante Fe (W)	57	Starrett-Meredith		10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is a Judge		Frieda Inescort			In Prod.
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

1939-40

Mr. Smith Goes to Washington	Jean Arthur-James Stewart		In Prod.

CAUMONT BRITISH 1938-39 (Dist. by 20th-Fox)

Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D)	78	Tauber-Duna	(A)		b10/15/38
(Reviewed as "A Clown Must Laugh")					
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D)	72	Lodge-Lockwood	(A)	7/1/38	b2/12/38
(Reviewed as "Illegal Holiday")					
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38

GRAND NATIONAL 1937-38

Dangerous Secrets (D)	70	P. Lukas-L. Travers	(A)	8/19/38	b8/28/37
(Reviewed as "Brief Ecstasy")					
High Command (D)	59	L. Atwill-L. Mannheim	(A)	7/15/38	b7/30/38
I Married a Spy (D)	59	N. Hamilton-B. Horney	(A)	7/1/38	b7/30/38
King of the Sierras (AD)	57	Rex—Sheik, the wonder horse		8/28/38	Not Rev.
Renfrew of the Great White Trail (D)		Newell-Walker		7/22/38	a6/18/38
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38

GRAND NATIONAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F)	11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull		1/20/39	a12/31/38
Exile Express (D)	61	Anna Sten-Alan Marshal	(A)	5/27/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F)	10/21/38	b9/17/38
Lady Takes a Chance (D)		Heather Angel-John King			a3/4/39
(Former title, "Everything Happens to Ann")					
Long Shot (D)	69	Marsha Hunt	(F)	1/6/39	b12/31/38
Miracle of Main Street		Margo			In Prod.
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	5/20/39	b2/25/39
Renfrew Saves a Lady		James Newell		2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F)	1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F)	10/14/38	b9/17/38
Singing Cowgirl	57	Dorothy Page-David O'Brien		5/31/39	a11/19/38
(Former Title "Lady Buckaroo")					
Six-Gun Rhythm (W)	57	Tex Fletcher-Joan Barclay	(F)	5/13/39	b2/18/39
Sunset Murder Case (D)	57	Sally Rand			a8/20/38
(Former title, "Murder on Sunset Boulevard")					
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F)	10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F)	1/13/39	b1/14/39
Water Rustlers (W)	54	Dorothy Page-David O'Brien		1/6/39	a11/19/38
(Former title, "The Last Barrier")					

MGM

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Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Chaser (C)	75	O'Keefe-Stone-Pendleton	(F)	7/29/38	b7/30/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Fast Company (My-D)	75	M. Douglas-F. Rice	(F)	7/8/38	b7/2/38
Love Finds Andy Hardy (C-D)	92	Stone-Rooney-Garland	(F)	7/22/38	b7/16/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Port of Seven Seas (D)	81	Beery-O'Sullivan	(A)	7/1/38	b4/2/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38
Shopworn Angel (D)	87	M. Sullavan-J. Stewart	(F)	7/15/38	b7/2/38

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Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (D)		Mickey Rooney-Lewis Stone			a4/29/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C)		Rob't Young-Billie Burke		5/26/39	a3/4/39
(Former title, "Maiden Voyage")					
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)		Robert Donat-Greer Garson			a2/18/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maizie Was a Lady (D)		Rob't Young-Ann Sothern		6/23/39	a4/29/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies (D)		Walter Pidgeon-Rita Johnson		6/9/39	a4/29/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Stronger Than Desire		Virginia Bruce-Walter Pidgeon		6/30/39	In Prod.
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan (D)		Weissmuller-O'Sullivan		6/16/39	a2/18/39
Tell No Tales (D)		Melvyn Douglas-H. B. Warner		5/12/39	a3/18/39
(Former title, "One Hundred to One")					
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

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Blackmail	E. G. Robinson-Nat Pendleton		In Prod.
Gone With the Wind	Gable-Leigh-Howard (Tech.)		In Prod.
Lady of the Tropics	Hedy Lamarr-Rob't Taylor		In Prod.
On Borrowed Time (D)	Lionel Barrymore-Beulah Bondi		a4/29/39
Wizard of Oz (Tech.)	Judy Garland-Frank Morgan		all/12/38
Women, The	Shearer-Crawford-Russell		In Prod.

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Man's Country (W)	53	Jack Randall	(F)	7/6/38	b8/6/38
Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38

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Across the Plains (W)		Jack Randall-Joyce Bryant		6/1/39	a4/29/39
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b8/13/38
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	11/18/39	b2/11/39
Drifting Westward (W)		Jack Randall-Ethel Duran		1/25/39	a1/7/39
(Former title, "Santa Fe Bound")					
Down the Wyoming Trail (W)		Tex Ritter		5/18/39	a4/22/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Girl From Nowhere (D)		Anne Nagel-Warren Hull		6/16/39	a5/6/39
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)		John Carroll-Movita		5/8/39	a4/8/39

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Booloo (D)	60	C. Tapley-S. Asmara	(F)	7/22/38	b7/23/38
Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Professor Beware (C)	90	H. Lloyd-P. Welch	(F)	7/15/38	b7/16/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38
Tropic Holiday (Mu-C)	75	Lamour-B. Burns-Raye	(F)	7/1/38	b7/2/38

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Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D) (Reviewed as "Vessel of Wrath")	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Bulldog Drummond's Bride (D) (Former title, "Mr. & Mrs. Bulldog Drummond")		John Howard-Heather Angel		7/28/39	a3/25/39
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (D)		Gracie Allen-Warren William		6/2/39	a2/25/39
Grand Jury Secrets (D)		John Howard-Gail Patrick		6/23/39	a2/18/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)		Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men		Anna May Wong-A. Quinn		6/30/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)		Jack Benny-Dorothy Lamour		7/7/39	a2/4/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		7/14/39	a4/8/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"One third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker (Mu-C)		Bing Crosby-Louise Campbell		8/25/39	a5/6/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Undercover Doctor (My) (Former title, "Federal Offense")		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D) (Former title, "Me and My Gal")		Buck Jones-Helen Twelvetrees		5/26/39	a12/31/38
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

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Beau Geste (D)	Gary Cooper-Ray Milland			a3/4/39
Cat and the Canary (My-D)	Bob Hope-Paulette Goddard			a4/22/39
Disputed Passage (D)	Dorothy Lamour-Akim Tamiroff			a5/13/39
Double-Dyed Deceiver	Tito Guizar-June Clayton			In Prod.
Geronimo (D)	Preston Foster-Ellen Drew			a4/8/38
Gulliver's Travels	Tech. Cartoon Feature			In Prod.
Heaven On a Shoestring	Pat O'Brien-Olympe Bradna			In Prod.
Lawful Outlaws	Wm. Boyd			In Prod.
Night Work	Mary Boland-Charlie Ruggles			In Prod.
Our Leading Citizen	Bob Burns-Susan Hayward			In Prod.
Ruler of the Seas	Fairbanks, Jr.—Lockwood			In Prod.
St. Martin's Lane (D)	Laughton-Leigh	(F)		b7/9/38
What a Life (C)	Jackie Cooper-Betty Field			a4/8/39

R.K.O.-RADIO 1937-38

Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Crime Ring (D)	70	Lane-Mercer	(F)	7/8/38	b7/2/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Having Wonderful Time (C)	70	G. Rogers-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
I'm From the City (C)	70	Joe Penner	(F)	7/22/38	b7/30/38
Mother Carey's Chickens (D)	82	R. Keeler-A. Shirley	(F)	7/29/38	b7/30/38
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Sky Giant (D)	80	R. Dix-C. Morris	(F)	7/29/38	b7/23/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

R.K.O.-RADIO 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)		Alice Eden-John Archer			a5/6/39
Dove (D)		Steffi Duna-Lee Carrillo		5/26/39	a4/22/39
Five Came Back (D)		Chester Morris-Wendy Barrie		6/2/39	a4/22/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl From Mexico (D)		Lupe Velez-Donald Woods			a4/8/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Little Mother (C)		Ginger Rogers-David Niven			a3/25/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Memory of Love (D)		Lombard-Grant-Francis			a5/13/39
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Racketeers of the Range (W)		Geo. O'Brien		5/19/39	a4/8/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	4/29/39
Spell Binder		Lee Tracy-Barbara Reed			In Prod.
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede		George O'Brien			In Prod.
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)		Bob Breen			a5/13/39

REPUBLIC 1937-38

Army Girl (D)	87	P. Foster-M. Evans	(F)	7/15/38	b7/23/38
Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Gold Mine in the Sky (Mu-W)	60	Autry-Hughes-Burnette	(F)	7/4/38	b7/9/38
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)		Roy Rogers-Mary Hart			a5/13/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	5/5/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)		Byrd-Cabot-Ryan			a5/13/39
Mountain Rhythm (W)		Gene Autry-Smiley Burnette			a5/6/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Oklahoma Outlaw		3 Mesquiteers			In Prod.
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
SOS—Tidal Wave (D)		Ralph Byrd-Kay Sutton		6/12/39	a4/29/39
Southward Ho! (W) (Former title, "Headin' for Texas")		Roy Rogers-Mary Hart		5/19/39	a4/22/39
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)		3 Mesquiteers		5/12/39	a4/1/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Zero Hour (D) (Former title, "All the Tomorrows")		Frieda Inescort-Otto Kruger		5/27/39	a4/22/39

TWENTIETH CENTURY-FOX

1937-38

Always Goodbye (D)	70	B. Stanwyck-H. Marshall	(F)	7/1/38	b6/25/38
I'll Give a Million (C-D)	70	W. Baxter-M. Weaver	(F)	7/22/38	b7/16/38
Little Miss Broadway (C-D) (Reviewed as "Look Out, Mr. Moto")	70	Shirley Temple	(F)	7/29/38	b7/9/38
Panamint's Bad Man (W)	60	Ballew-Daw	(F)	7/8/38	b10/1/38
Passport Husband (C-D)	73	Erwin-Moore	(F)	7/15/38	b7/2/38
We're Going to Be Rich (Mu-D)	80	Gracie Fields-McLaglen-Donlevy	(F)	7/8/38	b5/14/38

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My-D)		Sidney Toler-Phyllis Brooks		6/16/39	a3/11/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Gorilla (My-D)		Ritz Bros.-Anita Louise		5/26/39	a3/11/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (My)		Stuart Erwin-Gloria Stuart		6/30/39	a5/6/39
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)		Jones Family		6/2/39	a12/24/38
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39

(Continued on next page)

TWENTIETH CENTURY-FOX (Continued)

Title	Mins.	Stars		Rel. Date	See Issue of
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire (Reviewed as "Paddy Darling")	(F)	1/20/39	b10/22/38
So This Is London (C)	70	Drayton-Hare	(A)		b2/4/39
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D)	59	M. Whalen-Stuart (Reviewed as "Meridian 7-1212")	(F)	9/23/38	b7/2/38
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
White Lady of the Orient (D)		Alice Faye-Warner Baxter (Former title, "By the Dawn's Early Light")		7/7/39	a8/13/38
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)		Henry Fonda-Marjorie Weaver		6/9/39	a4/8/39

1939-40

Charlie Chan at Treasure Island	Sidney Toler-Sen Yung		In Prod.
Chicken Wagon Family	Jane Withers-Leo Carrillo		In Prod.
East Side, West Side	Kane Richmond-Amanda Duff		In Prod.
Hotel For Women (D)	Elsa Maxwell-Jas. Ellison		a5/13/39
Jones Family at the Grand Canyon (D)	Jones Family		a5/13/39
Rains Came D)	Loy-Power-Brent		a5/13/39
Stanley and Livingstone (D)	S. Tracy-Greene-Kelly		a3/4/39

UNITED ARTISTS 1938-39

Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D)	99	Sabu-Massey-Hobson (Reviewed as "Mutiny In the Mountains")	(F)	9/26/38	b4/16/38
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett			a3/25/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	b4/29/39
Music School		Jascha Heifetz		In Prod.
Over the Moon		Oberon-Rex Harrison (Tech.)		In Prod.
Real Glory		Gary Cooper-Andrea Leeds		In Prod.
Winter Carnival (D)		Ann Sheridan-Richard Carlson		a5/13/39

UNIVERSAL 1937-38

Danger On the Air (My)	65	D. Woods-N. Grey	(A)	7/1/38	b7/2/38
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/ 5/38	b8/6/38
Little Tough Guy (D)	85	Wilcox-Parish-Dead End Kids	(F)	7/22/38	b7/16/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
Prison Break (D)	68	Farrell-MacLane	(F)	7/15/38	b7/16/38
Rage of Paris (C-D)	76	D. Darrieux-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38

1938-39

Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)		McLaglen-Grey-Brown		5/19/39	a4/22/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)		June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Inside Information		June Lang-Dick Foran		6/2/39	In Prod.
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear		Wm. Gargan-Irene Hervey		6/30/39	a4/1/39
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Modern Cinderella		Irene Dunne-Charles Boyer		8/4/39	In Prod.
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets (D)		Fairbanks, Jr.-Barbara O'Neil		5/26/39	a5/6/39
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		6/9/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

1939-40

Bright Victory	J. Cooper-Freddie Bartholomew		In Prod.
In Old California	Richard Arlen-Constance Moore		In Prod.
Old Grad (D)	Charley Grapewin-Anita Louise		a5/6/39
Underpup	Rob't Cummings-Nan Grey		In Prod.

WARNER BROS. 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Amazing Dr. Clitterhouse (C-D)	87	Robinson-Bogart-Trevor	(A)	7/30/38	b6/25/38
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Cowboy From Brooklyn (Mu)	80	D. Powell-P. Lane	(F)	7/16/38	b6/11/38
Men Are Such Fools (C-D)	69	Morris-P. Lane	(F)	7/2/38	b6/4/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
My Bill (C-D)	65	Francis-Litel	(F)	7/9/38	b6/25/38
Penrod's Double Trouble (C-D)	60	Mauch Twins-The Lockharts	(F)	7/23/38	b4/2/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38

1938-39

Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne (Former title, "Smashing the Spy Ring")		5/27/39	a1/14/39
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/38
Devil On Wheels (D)		Pat O'Brien-Ann Sheridan (Former title, "The Roaring Crowd")			a3/18/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Family Affair (C)		John Garfield-Priscilla Lane (Former title, "Family Reunion")			a3/4/39
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Gantry the Great (D)		Edith Fellows-Jimmy McCallion			a3/25/39
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)		Lindsay-Dead End Kids			a2/18/39
Hobby Family (D)		Jane Bryan-Henry O'Neill			a5/6/39
Juarez (H-D)	132	Paul Muni-Bette Davis	(F)		b4/29/39
Kid From Kokomo (C)		Pat O'Brien-Joan Blondell (Former title, "Broadway Cavalier")			a1/7/39
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Lighthorse Harry (C)		Bert Wheeler-Marie Wilson			a4/29/39
Man Who Dared D)	59	Charles Grapewin-Jane Bryan (Reviewed as "I Am Not Afraid")	(F)		b4/8/39
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas			a3/4/39
Naughty, But Nice (C)		Dick Powell-Gale Page (Former title, "Always Leave Them Laughing")			a12/10/38
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson			a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

Battle of City Hall (D)	Dead End Kids-Reagan-Sheridan		a4/1/39
Dust Be My Destiny	John Garfield-Jane Bryan		In Prod.
Knight and the Lady	Davis-Flynn-deHavilland		In Prod.
Nancy Drew and Hidden Staircase	Bonita Granville-Frankie Thomas		In Prod.
Not Wanted	Gloria Dickson-Dennis Morgan		In Prod.
Old Maid (D)	Bette Davis-George Brent		a5/6/39
Torchy—Dead or Alive	Jane Wyman-Tom Kenneky		In Prod.

STATES RIGHTS

Code of the Cactus (W)		Tim McCoy		Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Dark Sands (D)	65	Robeson-Wilcoxon-Ford	(F)	Record	b7/30/38
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/38
Juarez and Maximilian	95	Medea Novara-L. Atwill	(F)	Torres	b4/29/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House (D)	57	Stone-Lee	(A)	Jay-Dee Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	5/13/39
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/26/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Trigger Fingers (W)		Tim McCoy-Jill Martin		Victory	a5/6/39
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Shorts Booking Guide

COLUMBIA 1938-39

ALL STAR COMEDIES (18)

	Comment	Running Time	Reviewed Issue Of
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38

COLOR RHAPSODIES (16) (Tech.)

Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs		7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39

COLUMBIA TOURS (6)

Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38

COMMUNITY SINGS (12)

College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.

GREAT MOMENTS OF HISTORY (6)

KRAZY KAT (8)

Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.

MUSIC HALL VANITIES (6)

Good Old American Home		10½	Not Rev.
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.

PICTUREGRAPHS (6)

No. 1		10	Not Rev.

SCRAPPY (8)

Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39

SCREEN SNAPSHOTS (13)

No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39

SPORT THRILLS (13)

Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38

STOOGE COMEDIES (8)

A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.

WASHINGTON PARADE (6)

Inside the Capitol		11	Not Rev.
Inside the White House	Fair	11	2/11/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)
CINESCOPES (6)
COLOR RHAPSODIES (16) Tech.
COMMUNITY SINGS (10)
FABLES CARTOONS (6)
FOOLS WHO MADE HISTORY (6)
MOMENTS OF COMEDY (6)
PALS AND PETS (6)
PHANTASIES CARTOONS (10)
SCREEN SNAPSHOTS (12)
STOOGE COMEDIES (8)
WASHINGTON PARADE (6)
WORLD OF SPORTS (12)

EDUCATIONAL 1938-39

CAVALCADE OF STUFF (2)

	Comment	Running Time	Reviewed Issue of
No. 1	Swell Stuff	10	9/10/38
No. 2	Excellent	10	9/10/38

MGM 1938-39

CARTOONS (15)

Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.

CRIME DOESN'T PAY (6)

Money to Loan	Excellent	20	4/ 1/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39

MINIATURES (10)

City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38

MUSICALS (6)

Dream of Love	Impressive	17	2/25/39
Happily Buried		21	Not Rev.
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39

OUR GANG (12)

Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Clown Princes	Funny	10	5/ 6/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39

PASSING PARADE (10)

New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39

PETE SMITH SPECIALTIES (13)

Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Weather Wizards	Very Good	9	4/22/39

ROBERT BENCHLEY (8)

An Hour For Lunch	Good Satire	9	3/25/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38

TRAVELTALKS (12) (Tech.)

Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia		9	Not Rev.
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary		9	Not Rev.
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

1939-40

CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIX (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)

Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineer		7	Not Rev.
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39

COLOR CLASSICS (6) Tech.

All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39

COLOR CRUISES (7)

Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39

PARAMOUNT (continued)

HEADLINERS (15)

	Comment	Running Time	Reviewed Issue Of
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39

PARAGRAPHICS (13)

Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38

PICTORIALS (12) Part Tech.

No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39

POPEYE (12)

Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.

POPULAR SCIENCE (6)

No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39

SPECIAL (1) (Tech.)

Aladdin and His Wonderful Lamp	Swell	22	4/29/39

SPORTLIGHTS (13)

Champion Airhoppers	Excellent	10	10/15/38
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38

UNUSUAL OCCUPATIONS (6)

No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)

Brave Little Tailor	Great	9	9/ 3/38
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ		8	Not Rev.
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38

EDGAR KENNEDY (6)

Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.

HEADLINERS (4)

Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.

LEON ERROL (6)

Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Stage Fright	Very Funny	18	9/ 3/38

MARCH OF TIME (13)

Refugee—Today & Tomorrow	Tops	17	12/24/38
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39
Dixie—U.S.A.	Fine	19	5/13/39

(Continued on next page)

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors		10	Not Rev.
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball		10	Not Rev.
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G. Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)
DRIBBLE PUSS PARADE—LEW LEHR (6)
FASHION FORECASTS (4) (Tech.)
MAGIC CARPET OF MOVIETONE (6)
SPORTS REVIEWS—THORGERSEN (6)
TERRYTOONS (26) (10 in Tech.)

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jingle, The		10	Not Rev.
Maharajah		10	Not Rev.
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallows		19	Not Rev.
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes		19	Not Rev.
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Nuts		7	Not Rev.

1939-40

CARTUNES (13) WALTER LANTZ
GOING PLACES (15)
MENTONE MUSICALS (13)
SPECIAL SUBJECT (1)

March of Freedom		20	Not Rev.

STRANGER THAN FICTION (15)

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)			
Boarder Trouble		17	Not Rev.
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience		10	Not Rev.
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please		20	Not Rev.
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky and Teabiscuit		7	Not Rev.
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
MELODY MASTERS (Cont.)			
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Clyde McCoy		10	Not Rev.
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever		7	Not Rev.
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire		12	Not Rev.
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards		10	Not Rev.
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way		10	Not Rev.
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)
COLOR PARADE (10)
LOONEY TUNES (16)
MELODY MASTERS (10)
MERRIE MELODIES (26) (Tech.)
VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of the Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

	No. Chaps.	Reviewed Issue Of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Dick Tracy Returns	15 Chaps.	8/ 6/38
Fighting Devil Dogs	12 Chaps.	5/28/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Flaming Frontiers	15 Chaps.	6/ 4/38
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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FROM A FULL BELLY—

This cat lives on East 117th Street.
It's a crowded block.
You'll find all creeds and races on it
You'll find Protestants, Catholics, Jews
You'll find French, Greek, German, Italian
They get along all right with each other—
It's nice.
Americanism grows that way!
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You're part of it today!
You're helping to encourage it in New York City
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A thrilling challenge to a bigoted world!
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To help their sick, their needy, their unfortunate—
380 allied groups in one united drive annually
Covering all communal obligations at one time.
Rich man, give in proportion to your means!
And you and you and you—give a day's pay!
Be part of GREATER N. Y. FUND's most successful year
It's your chance to show the world of 1939
The true meaning of the American way.

The Fund Chairman of your company will communicate with you. Others kindly send contributions direct to Motion Picture Division, Greater New York Fund, 1540 Broadway, New York City

25,000,000 CARTOON STRIP FANS ALREADY KNOW COLUMBIA'S NEW SERIAL CHARACTER—



MANDRAKE, the MAGICIAN

WARREN **HULL** ★ DORIS **WESTON** ★ AL **KIKUME** ★ REX **DOWNING**

Screen play by Joseph F. Poland, Basil Dickey, Ned Dandy

Directed by SAM NELSON and NORMAN DEMING

A COLUMBIA CHAPTER PLAY

A CHAPTER PLAY BASED UPON THE KING FEATURES NEWSPAPER FEATURE CREATED BY LEE FALK and PHIL DAVIS

COLUMBIA PICTURES

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MAY 22 1939

SHOWMEN'S MOTION PICTURE Trade Review

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

The Mikado
Tell No Tales
Girl From Mexico
Goodbye, Mr. Chips
Gracie Allen Murder Case
Code of the Secret Service
Racketeers of the Range
Kid From Kokomo
Ex-Champ

May 20, 1939
Vol. 30 No. 17

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MAX COHEN

President of Allied Theatres of New York. Under his direction the organization is sponsoring a World's Fair Convention and Equipment Exposition which will be held at the Hotel Astor, New York next week.



VARIETY

TOP MONEY PIX THIS YEAR

Film Story Editors' Jitters Over Anti-Nazi Themes; B.O. Reactions

MG LEADS '38-39; WB 2D, 20TH 3D

First Week of M... To B'w... June 1

P. S.—And that's not counting "Goodbye M... Chips" now playing S. R. O. at the Astor, N. Y. and Four Star Theatre, Los Angeles. Other M-G-M TOP MONEY PIX to come.

The Editorial Page

A Referendum

The suggestion that exhibitors vote on the Trade Practice Reforms at the National Allied Meeting in Minneapolis is unquestionably a good one. Unfortunately, it will not reflect a sufficient cross-section of opinion from exhibitors to make the result really representative.

For at least one time both national exhibitor organizations should cooperate to send out a ballot along with the latest draft of the reforms and let all exhibitors express themselves as they see fit.

The same suggestion could apply to the Neely Bill. With all the various factions throwing aspersions at each other the real beneficiaries or victims of the bill cannot be heard. And it is high time the independent exhibitors were allowed to speak for themselves rather than through the medium of definitely biased representatives.

△ △ △

Attend The Convention

The deplorable lack of interest among exhibitors in the various national conventions of the exhibitor groups is one of the real reasons why the theatreman's viewpoint is never unified.

Each convention brings out the rank and file and leaders of the particular organization but there are probably ten unaffiliated exhibitors not in attendance to every one of those who are affiliated with the organization in convention. The net result is a one-sided reaction to every problem discussed on the convention floor.

We realize that many exhibitors cannot afford the expense of a trip to a convention, yet, if their attendance will help clear up the differences of opinion and bring about some solution to the industry's problems, the expense will long be forgotten while the benefits continue.

By all means, if you can possibly spare the cost and the time, make the trip to Minneapolis this year for the Allied Convention. You do not have to be a member of the group nor will anybody try to force you to become one. Exhibitors have been invited to attend and as one, you should be there to take part in the deliberations.

△ △ △

Government Suit

All hopes of a peaceful solution or settlement of the Government suit against the industry appear to have faded completely.

For whatever reasons it may have, the Department of Justice appears to be determined to push the suit as hard as it can and, furthermore, to augment the main suit with individual actions in various parts of the country involving certain circuits and distributors.

Ours has been an attitude difficult for some persons in the industry to understand. Yet when boiled down to facts, that attitude is simply one looking towards a solution of industry problems from within the industry as against accomplishing the same thing through lawsuits and legislation. The latter method is too charged with danger of explosions from which the independent exhibitor, who needs aid and protection, may get the worst of the burns.

As a result we have been accused of being subsidized, which any common-sense person who knows what it is all about, must realize is pure bunk. It simply serves to better illustrate a point we brought out a few weeks back when we deplored any attitude that dictated a policy of "think as we think or you are wrong."

△ △ △

About Pictures

We were fortunate in being able to personally see two really fine pictures this week.

Universal's "The Mikado" is not only Gilbert & Sullivan at its best but it tops any stage version of this world famous comic opera by reason of the pretentious production, the exquisite Technicolor, never before shown to better advantage, plus a musical scoring that will be greeted with delight by music lovers and dyed-in-the-wool movie fans alike.

Believe us, you have nothing to fear when you date this picture. Its experimental runs in widely diversified spots have already branded it as a box office hit minus any high-pressure campaign. Imagine what it can do with the aid of some smart showmanship!

MGM's "Goodbye Mr. Chips," settles once and for all the status of Robert Donat as one of the screen's greatest actors. So much so that it seems to be a foregone conclusion that the Academy Award this year must go to him and "Mr. Chips."

You, as well as your audiences, will sit enthralled throughout the unfolding of this grand story about a man who travelled the long road of life devoted to the service of educating the youth of his country. His shyness, his all too short romance, and his delightful characterization as he grows old, all contribute to what must be labeled: a magnificent story beautifully told and superbly acted.

Hail Leo and the British Lion.

—*"CHICK" LEWIS*

EXPECT 1,000 AT CONVENTION

600 Exhibitors Will Attend N. Y. Allied's Meeting Next Week

MAJORS REPRESENTED

About 600 exhibitors are expected to attend New York Allied World's Fair Convention and Motion Picture Exposition at the Hotel Astor next week. The Convention will begin on Tuesday and continue through Thursday. Every branch of the industry has cooperated to make this affair successful. All of the major companies will have booths. Others attending the convention are expected to bring the total number to 1,000.



Col. H. A. Cole

An Eastern Regional Conference of Allied units will be held Tuesday morning under the leadership of Frank Lydon, Eastern Regional vice-president. During the convention, the delegates will be given a preview of television by RCA.



E. Thornton Kelly



Abram F. Myers

In addition to all the major companies whose sales managers from eastern exchanges will be present the following companies will also have exhibits: Valen, Inc., Hollywood Advertising Co., National Theatre Supply, Sanitary Automatic Candy Co., Altec Service Corp., American Seating Co., Syracuse Glass Co., U. S. Armo Air Conditioning Co., Dennis Games, RCA Manufacturing Corp., National Carbon Co., National Screen Service, Premier Scenery and Joe Hornstein.

Arrangements for the convention were made by Max A. Cohen, president of the New York Allied and E. Thornton Kelly, its secretary. Among those who will address the meeting are Abram F. Myers, Allied general counsel and board chairman and Col. H. A. Cole, national president of Allied.

The full program appears in the adjoining columns.

PROGRAM

New York Allied World's Fair Convention and Exposition

Hotel Astor—Grand Ball Room

Tuesday, May 23

10 A.M. Registration
11 A.M. Eastern Regional Conference, Presiding Officer, Frank Lydon.
2:30 P.M. Open Meeting; appointment of Resolution Committee; Election of Delegates to National Convention; General Business
Evening: Visits to Broadway First Run Theatres

Wednesday, May 24

2:00 P.M. Open Meeting; address by Col. H. A. Cole, national president of Allied; address by Abram F. Myers, Allied's general counsel and board chairman; Report of Grievance Committee; Report of Resolution Committee; Insurance Economy.
7:00 P.M. Official Visit to New York World's Fair
For the Ladies: Matinee Theatre party to see "The American Way"

Thursday, May 25

12:30 P.M. Luncheon
2:00 P.M. Open Forum for the entire industry—Topic: Self Regulation.
7:00 P.M. Cocktail Party
8:00 P.M. First Annual Dinner
10:30 P.M. Dancing
For the Ladies: Matinee Theatre party to see "Kiss the Boys Goodbye"

Set Minneapolis Program

Sessions to be Extended If Business At Hand Cannot Be Finished in Dates Set

Minneapolis—A letter to exhibitors outlining the program of the Allied convention to be held June 13-15 at the Nicollet Hotel here was to be released this week by W. A. "Al" Steffes. At 11:00 a.m. June 13, the board of directors is to meet, and the general meeting will get underway at 2:00 p.m. An attendance of 1,000 is expected by Steffes. If the business at hand cannot be transacted within the dates set, the convention will be extended one day or even one week, if necessary. Ed Kuykendall, who is coming, will discuss the MPTOA stand.

The buying combine discussion, Steffes declared, was suggested in a letter from an important group which has been working on the plan for years. It is no publicity stunt, he said. Stating that the combine group was headed by the most prominent men in the industry, he added that the floor would be open to all groups for discussion. Following a discussion on trade practices, a secret ballot is likely to be taken on the proposed program. The convention will be the most important of all time, Steffes said.

Bank Nite Not Lottery in S. C.

Columbia, S. C.—In a decision handed down here last week by the State Supreme Court, it was held that promotion plans conducted by threatres along lines similar to "bank night" were not violations of the lottery laws

Republic Takes Over Coast Exchanges

Republic has taken over the operation of the exchanges in Los Angeles and San Francisco, formerly operated by Floyd St. John, franchise holder. St. John and James R. Grainger, Republic sales manager made a joint announcement to this effect on the Coast. The latter pointed out that Republic's operation of the exchanges would be only temporary pending the signing up of a new franchise holder. Francis Bateman will continue to manage the Los Angeles office and Sid Weisbaum will remain in San Francisco.

MADE VICE-PREXY

Hal Horne Elected to Post In Disney Organization

Hal Horne, Eastern representative for Walt Disney since 1937, was elected vice-president in charge of distribution and a member of the Board of Governors of Walt Disney productions, it was announced this week by the Board of Governors in Hollywood. Horne has been in California conferring with Walt and Roy Disney.

UA HOLDS TO CODE POLICY

Company Can't Meet Allied's Request

Because most of the provisions are either in operation now or could not operate under the company's setup, United Artists still feels it cannot participate in the proposed trade pact, despite a request by Allied of New York for it to take active part in the negotiations, according to Harry Gold, Eastern general sales manager.

Score charges were eliminated by UA several years ago, Gold pointed out, and added that the company sells on an individual basis and that the elimination provisions in the code would not affect present policies.

Max Cohen, New York Allied head, said that his organization would ask each of the UA producers to adhere to the code.

Coffey New Jam Handy Exec Contact Man

Detroit—Jack C. Coffey of the Jam Handy Picture Service, Inc., has been promoted from ad and sales promotion man to the executive contact staff, according to an announcement by Jamison Handy, president. His new assignment takes him to the Wilmington office of the organization.

Exhib as Censor

Harrisburg, Pa.—Governor Arthur H. James has named John Clyde Fisher, veteran trouper, manager and theatre owner, a member of the Pennsylvania Board of Motion Picture Censors.

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At "Chips" Premiere



Nicholas M. Schenck, Howard Dietz, William F. Rodgers and Arthur S. Kany, film critic of the Dayton (O.) Herald at the invitation preview of "Goodbye, Mr. Chips" at the Astor Theatre, N. Y., last Monday evening. Kany, along with Virginia Sturm of the Dayton Daily News, and Maxwell Nathan of the Dayton Journal, were brought East by M-G-M.

PATTERSON RKO BOARD CHAIRMAN

Floyd Odlum Relinquishes Temporary Post

RKO reorganization plan proponents in Federal Court this week cleared the way for gaining legal approval of the naming of Assistant Secretary of Commerce Richard C. Patterson, Jr., as chairman of the RKO board, to succeed Floyd B. Odlum, who had accepted the post temporarily some weeks ago.

Odlum voluntarily relinquishes his directorship in the move which has the approval of the Rockefeller and RCA interests. N. Peter Rathvon has been designated chairman of the executive committee. Patterson's acceptance of the board chairmanship, it was pointed out, will not mean a connection exclusively with RKO.

DISTRIB GUILTY IN PRINT RACKET

Case Is Result of Action of Copyright Bureau

R. E. Gregg, a film distributor who operates the Pan American Laboratory in Chicago, pleaded guilty recently to four counts—for copying, printing, reprinting and vending, for profit, a film, "The Cat's Canary", without authority of the copyright owner. Under Section 28 of the Copyright Law, covering willful infringements for profit, Gregg faces the possibility of one year's imprisonment or a fine up to $1,000, or both.

COL'S SECOND MEET IN CHI.

Cohn and Montague Talk to Delegates

One major production a month will be offered by Columbia during the new season, as well as during the balance of the current season, according to Abe Montague, Columbia's general sales manager, at the second of the company's regional meetings held in Chicago this week. Montague told the 70 delegates to the Chicago meeting that "showmanship in selling is vital to a business built on showmanship".

Jack Cohn in his talk to the delegates said that the heated discussion as to whether pictures should lend themselves to social and political problems or concentrate on entertainment is just so much empty talk. He said he still believed that entertainment was the main function of the screen.

Nearly $2,000,000 will be spent on short subjects, according to Max Weisfeld, short subjects sales supervisor. With the acceptance of the new Trade Practice Code, the company will be enabled to sell shorts on a competitive basis.

Rube Jackter, assistant general sales manager, announced two promotions among the group at the convention. Joe Jacobs, formerly salesman in the Minneapolis exchange, has been elevated to manager of the Omaha branch and Tom Baldwin, booker in the Kansas City exchange, has been promoted to salesman in that office.

BUND HEAD SUES WB ON SPY FILM

Seeks $5,000,000 Damages In Action Against Co.

Suit was filed last Friday in Federal Court by Fritz Kuhn on behalf of both himself and the German-American Bund of which he is president, against Warner Bros., Milton Krims, John Wexley and Leon G. Turrou, former G-man, for $5,000,000 damages and injunction to restrain further showing of the Warner feature, "Confessions of a Nazi Spy".

Kuhn declares in his complaint that the film purports to be a true story based on two trials, one in the Panama Canal Zone and the other in Federal Court here. He further contends that the picture charges various persons with espionage, and shows Nazi spies undermining the Government; shows them stealing military and naval secrets and stirring up trouble in the U. S. by using naturalized Germans who are members of the Bund.

These expositions he brands as untruths.

Important Dates

May 20-22: Columbia regional meeting, Los Angeles.
May 21-27: Silver Jubilee of Morris Joseph, Universal branch manager at New Haven, Conn.
May 23-24: Kansas-Missouri Theatre Ass'n convention, Kansas City.
May 23-25: N. Y. Allied "World's Fair convention," Hotel Astor.
June 4-6: Theatre Owners of North and South Carolina convention, Ocean Park Hotel, Myrtle Beach, S. C.
June 8-10: Paramount convention, Hotel Ambassador, Los Angeles.
June 12: MPTO of Va. midsummer convention, Roanoke Hotel, Roanoke.
June 13-15: Allied National convention, Nicollet Hotel, Minneapolis.
June 19-22: RKO Convention, Westchester Country Club, Rye, N. Y.
June 19-22: National Conference on Visual Education, Francis W. Parker School, Chicago.

BATTLE FAST TIME

Cleveland Exhibs Opposed to New Ordinance

Cleveland—Theatre owners here are unanimously opposed to a daylight saving time ordinance which has been introduced in the city council. A public hearing is scheduled for May 25 at 1:30 p.m. If daylight saving time is put into effect locally, it is estimated that business will fall off at least 25 per cent.

Bergman Honored

Cleveland—Edwin Bergman, of 20th-Fox, recently promoted from road to city salesman, was honored Thursday with an outing and dinner at the Mahoning Country Club at Girard, O., by a group of friends.

EXECS MEET ONCLEARANCE

Solutions Sought by Sales Heads

Sales managers for the major companies met at the Hotel Astor this week to discuss a setup for operating arbitration under the fair trade practice proposals. The chief problems for unravelling were represented in the diversification of interests in regard to clearance. One executive, describing the situation, said there are a lot of "bugs" that must be eliminated from the tentative plan, before it will be ready to submit to exhibitor interests.

Plans were made for the sales heads to meet again this week in the hopes of winding up the details of the arbitration proposals. "Definite progress" was made toward reaching an understanding at the first meeting, it was said.

Explaining that a satisfactory clearance agreement for one area would not be applicable in another, it was pointed out that a solution in that direction is the goal of the assembled sales heads.

Bill Miller Dies

Cincinnati—Bill Miller, former operator of the Metropolitan, now the State Theatre here, died this week of a heart attack.



WEEKLY STUDIO CHECK-UP

Any picture on which Advance Dope has been published is followed by an asterisk (*). Consult the booking guide for dates on which Advance Dope appeared.

[This Week: In Production—55; Being Edited—71]
[Last Week: In Production—48; Being Edited—68]

COLUMBIA

Being Edited

ARIZONA COWBOY (W)*

MISSING DAUGHTERS*

HIDDEN POWER
Jack Holt, Gertrude Michael. Directed by Lew Collins. Produced by Larry Darmour.

MAN FROM SUNDOWN (W)
Charles Starrett, Iris Meredith. Directed by Sam Nelson.

GOOD GIRLS GO TO PARIS
Melvyn Douglas, Joan Blondell. Directed by Alexander Hall.

In Production (1938-39)

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

PARENTS ON TRIAL
Jean Parker, Johnny Downs. Directed by Hans Schwartz.

COAST GUARD
Randolph Scott, Ralph Bellamy. Directed by Edward Ludwig.

A WOMAN IS A JUDGE
Frieda Inescort, Rochelle Hudson. Directed by Nick Grinde.

MOUNTED POLICE No. 2
Charles Starrett, Iris Meredith. Directed by C. C. Coleman, Jr.

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

LADY TAKES A CHANCE*

In Production

MIRACLE OF MAIN STREET
with Margo. Directed by Steve Sekely.

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

TARZAN

BRIDAL SUITE*

6,000 ENEMIES*

MAIZIE WAS A LADY*

ANDY HARDY GETS SPRING FEVER*

Being Edited (1939-40)

WIZARD OF OZ (Tech.)*

In Production (1938-39)

LADY OF THE TROPICS
Robert Taylor, Hedy Lamarr. Directed by Jack Conway.

In Production (1939-40)

ON BORROWED TIME*

GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

THE WOMEN
Norma Shearer, Joan Crawford, Rosalind Russell. Directed by George Cukor.

METRO-GOLDWYN-MAYER (Cont.)

BABES IN ARMS
Mickey Rooney, Judy Garland. Directed by Busby Berkeley

BALALAIKA
Nelson Eddy, Ilona Massey. Directed by Reinhold Schunzel.

THUNDER AFLOAT
Wallace Beery, Robert Young. Directed by George Seitz.

STRONGER THAN DESIRE
Virginia Bruce, Walter Pidgeon. Directed by Leslie Fenton.

BLACKMAIL
Edward G. Robinson, Nat Pendleton. Directed by H. C. Potter.

MONOGRAM

Being Edited

WOLF CALL*

DOWN THE WYOMING TRAIL (W)*

ACROSS THE PLAINS*

GIRL FROM NOWHERE*

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*

UNMARRIED*

UNDERCOVER DOCTOR*

GRAND JURY SECRETS*

MAN ABOUT TOWN*

MAGNIFICENT FRAUD*

BULLDOG DRUMMOND'S BRIDE*

ISLAND OF LOST MEN*

MILLION DOLLAR LEGS*

Being Edited (1939-40)

GERONIMO*

BEAU GESTE*

WHAT A LIFE*

CAT AND THE CANARY*

LAWFUL OUTLAWS (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman.

In Production (1939-40)

DISPUTED PASSAGE*

THE STAR MAKER*

RULER OF THE SEAS*

NIGHT WORK*

HEAVEN ON A SHOESTRING
Pat O'Brien, Olympe Bradna. Directed by Lewis Milestone.

OUR LEADING CITIZEN
Bob Burns, Susan Hayward. Directed by Alfred Santell.

GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

DOUBLE DYED DECEIVER
Tito Guizar, Jane Clayton, Gale Sondergaard, Alan Mowbray. Directed by Ed. D. Venturini. Produced by Harry Sherman.

ARE HUSBANDS NECESSARY
Fred MacMurray, Madeleine Carroll. Directed by Edward H. Griffth.

RKO-RADIO

Being Edited

FIVE CAME BACK*

LITTLE MOTHER*

GIRL AND THE GAMBLER*

CAREER*

In Production

MEMORY OF LOVE*

WAY DOWN SOUTH*

TIMBER STAMPEDE (W)
George O'Brien. Directed by Dave Howard.

SPELL BINDER
Lee Tracy, Dorothy Reed. Directed by Jack Hively.

BAD LANDS
Noah Beery, Jr., Guinn Williams. Directed by Lew Landers.

NURSE EDITH CAVELL
Anna Neagle, George Sanders. Directed by Herbert Wilcox.

REPUBLIC

Being Edited

ZERO HOUR*

SOUTHWARD HO*

S.O.S. TIDAL WAVE*

MOUNTAIN RHYTHM*

IN OLD CALIENTE*

In Production

MICKEY, THE KID*

OKLAHOMA OUTLAW (W)
Three Mesquiteers. Directed by George Sherman.

FIGHTING IRISH
Phil Regan, Jean Parker. Directed by Sidney Salkow.

20th CENTURY-FOX

Being Edited (1938-39)

WHITE LADY OF THE ORIENT*

SUSANNAH OF THE MOUNTIES*

NEWS IS MADE AT NIGHT*

CHARLIE CHAN IN RENO*

THE GORILLA*

YOUNG MR. LINCOLN*

IT COULD HAPPEN TO YOU*

SECOND FIDDLE*

Being Edited (1939-40)

STANLEY AND LIVINGSTONE*

JONES FAMILY AT THE GRAND CANYON*

ESCAPE
Amanda Duff, Kane Richmond, Directed by Ricardo Cortez.

In Production (1939-40)

HOTEL FOR WOMEN*

THE RAINS CAME*

CHARLIE CHAN AT TREASURE ISLAND
Sidney Toler, Sen Yung. Directed by Norman Foster.

CHICKEN WAGON FAMILY
Jane Withers, Leo Carillo. Directed by Herbert I. Leeds.

HARMONY AT HOME
Jean Rogers, Robert Kellard. Directed by Otto Brower.

UNITED ARTISTS

Being Edited

MAN IN THE IRON MASK*

In Production

WINTER CARNIVAL*

MUSIC SCHOOL
Jascha Heifetz, Joel McCrea. Produced by Samuel Goldwyn. Directed by Archie Mayo.

REAL GLORY
Gary Cooper, Andrea Leeds, David Niven, Reginald Owen. Directed by Henry Hathaway. Produced by Samuel Goldwyn.

UNIVERSAL

Being Edited (1938-39)

THEY ASKED FOR IT*

HOUSE OF FEAR*

Being Edited (1939-40)

IN OLD CALIFORNIA*

In Production (1938-39)

INSIDE INFORMATION*

THE SUN NEVER SETS
Doug Fairbanks, Jr., Virginia Field. Produced and directed by Rowland V. Lee.

MODERN CINDERELLA
Irene Dunne, Charles Boyer. Produced and directed by John M. Stahl.

In Production (1939-40)

OLD GRAD*

THE UNDERPUP
Robert Cummings, Nan Grey. Directed by Richard Wallace.

BRIGHT VICTORY
Jackie Cooper, Freddie Bartholomew. Directed by Joseph Santley.

I STOLE A MILLION
George Raft, Claire Trevor. Directed by Frank Tuttle.

DAMES
Sigrid Gurie, Donald Briggs. Directed by Harold Young.

WARNER BROTHERS

Being Edited (1938-39)

NAUGHTY BUT NICE*

SWEEPSTAKES WINNER*

HELL'S KITCHEN*

DEVIL ON WHEELS*

NANCY DREW, TROUBLE SHOOTER*

EACH DAWN I DIE*

FAMILY AFFAIR*

GANTRY THE GREAT*

WATERFRONT*

ENEMY AGENT*

GIVE ME A CHILD*

LIGHTHORSE HARRY*

HOBBY FAMILY*

Being Edited (1939-40)

OLD MAID*

BATTLE OF CITY HALL*

In Production (1939-40)

TORCHY—DEAD OR ALIVE*

DUST BE MY DESTINY
John Garfield, Jane Bryan. Directed by Lewis Seiler.

OLD MAN MINNICK
Gloria Dickson, Dennis Morgan. Directed by Terry Morse.

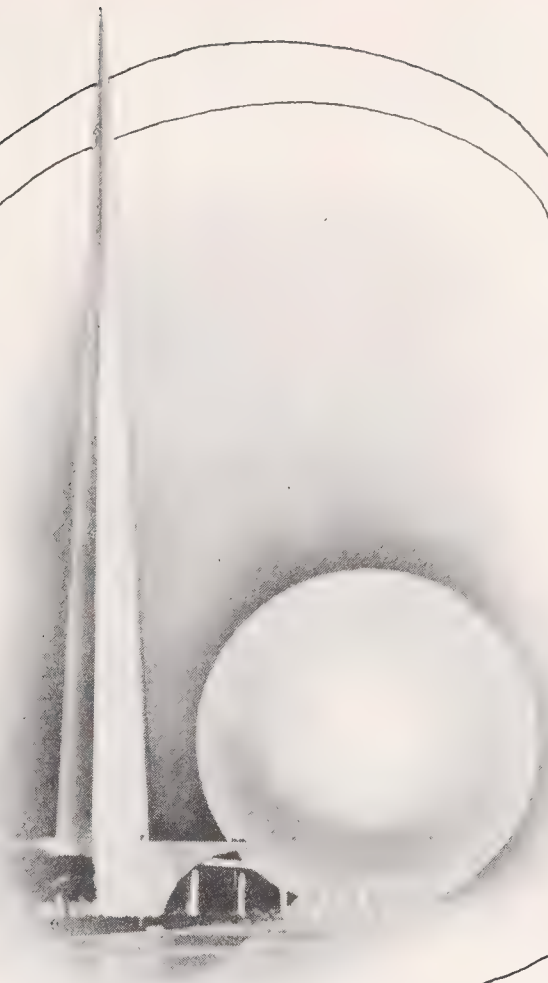
NANCY DREW AND THE HIDDEN STAIRCASE
Bonita Granville, Frankie Thomas. Directed by William Clemens.

ELIZABETH AND ESSEX
Errol Flynn, Olivia de Havilland, Bette Davis. Directed by Michael Curtiz.

CAREER MAN
Joel McCrea, Jeffrey Lynn. Directed by Lloyd Bacon.



ALLIED THEATRE
OWNERS OF N. Y.
CONVENTION & EXPOSITION
MAY 23 TO 25



NEW YORK
WORLD'S FAIR
MAY 23 TO 25

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A SINGLE MIND WITH BUT TWO THOUGHTS

The Box Office Slant

Tell No Tales

(Hollywood Preview)

MGM Drama 67 mins.

Fine Acting and Story Almost Puts This In Class of Higher Bracketed Pictures

(National Release Date, May 12)

Cast: Melvyn Douglas, Louise Platt, Gene Lockhart, Douglas Dumbrille and others. Screenplay by Lionel Houser, from a story by Pauline London and Alfred Taylor. Directed by Leslie Fenton. Produced by Edward Chodorov.

Plot: On the 75th Anniversary of the Guardian, its editor, Melvyn Douglas is notified by the owner of the paper, Douglas Dumbrille, who also owns the Evening Record, a "dirt sheet," that he is suspending publication of the former paper. Dejected, Douglas goes to his favorite bar for a drink and to cash his last paycheck. He then pays for a flock of drinks, to be given to any of his employees who might drop in, with a $100 bill which is recognized by the bartender as part of ransom money paid to kidnapers. With the help of a young schoolteacher, Louise Platt, who saw the actual kidnaping, inside of 36 hours Douglas is able to capture the guilty men, and also get the newspaper owner to continue the publishing of the Guardian, thus saving the jobs of his 400 odd friends and employees.

SUMMARY: With a well dialogued screenplay from a good story, packed into a little over an hour, this film should prove acceptable fare singly in many spots and hold its own as top half of duals anywhere. Melvyn Douglas is convincing in his role as editor-sleuth, and gets capital support throughout, especially in two short sequences from Gene Lockhart as a swank gambling house proprietor, and a young colored girl Therese Harris, as the widow of a prizefighter at whose wake she does a swell emoting bit. For Leslie Fenton's first directorial effort he has turned in the job of a veteran, and the production looks like big money through the deft handling of the exchequer of Edward Chodorov. For lobby display have blown up news headlines of big kidnaping and ransom cases. For a change dress staff as newsboys and have them distribute handbills with the scareline "Who kidnaped the Roberts boy?"

OUTSTANDING: Leslie Fenton's direction of the unusual screenplay.

Catchline: "He told no tales but knew all the answers." **(FAMILY)**

Goodbye, Mr. Chips

MGM Drama 114 mins.

Another English-Made Hit From Leo and Ranking Well Up Amongst All Top Films

(National Release Date, Not Set)

Cast: Robert Donat, Greer Garson, Terry Kilburn, John Mills, Paul von Hernfried, Judith Furse, Lyn Harding and others. Screenplay by R. C. Sherriff, Claudine West and Eric Maschwitz from the book by James Hilton. Directed by Sam Wood. Produced by Victor Saville.

Plot: Robert Donat, a young schoolmaster, arrives at Brookfield Academy in the 1870's. He progresses in his relations with the boys but is not particularly successful. On a walking tour of the Continent he meets Greer Garson, whom he marries. This is the beginning of his success which only stops when she dies in childbirth. Many years later, he retires but when the War starts and there is a shortage of masters, he is called back this time as headmaster. The War over, he again retires and the picture ends as a fourth generation of one family says "Goodbye, Mr. Chips."

SUMMARY: This'll bring a tear to many an eye and a smile to many a lip. MGM has scored again with another of its English-made pictures which bear the unmistakable stamp of Hollywood (and we like it). Donat is in practically every scene and of course, walks away with all the honors. He ages excellently as the film first shows him as a young man of 25 and at its end (and briefly at the beginning) he is 83 years old. Although every member of the cast is an Englishman and the accents are rather thick in spots, it's just what you would expect for nothing is more English than an English school. All in all, it's fine entertainment and everyone regardless of his interest in England or English institutions should enjoy the story as a story. Doubtless, there are many similar characters in real life, a fact which makes the picture the more enjoyable. Although almost the entire action takes place at the boys' school, it is not in the least static. Director Sam Wood has obtained plenty of action and his scenes to mark the passage of time are especially worthwhile. Tie up with book stores on the well known book of the same name by James Hilton. Schools in this country should provide a ready audience for the picture from among students and the teachers as well. Robert Donat should be increasingly popular following his success in "The Citadel" and his name should carry considerable weight on the marquee. Don't neglect selling Greer Garson as you'll be seeing her in several pictures made in Hollywood.

OUTSTANDING: Robert Donat.

Catchline: "Thousands of boys will always be boys to Mr. Chips." **(FAMILY)**

The Mikado

Univ. Musical 90 mins.

Enchanting Music, Gorgeous Technicolor; Outstanding Attraction for Any Theatre

(National Release Date, Not Set)

Cast: Kenny Baker, John Barclay, Martyn Green, Sidney Granville, Jean Colin, Elisabeth Paynter, Kathleen Naylor, Constance Willis. D'Olyly Carte Opera Co., chorus. Gilbert and Sullivan operetta adapted, conducted and produced by Geoffrey Toye. Directed by Victor Schertzinger.

Plot: Nanki-Poo, son of the Mikado, flees to the town of Titipu disguised as a wandering minstrel, rather than marry elderly, ugly Katisha. He falls in love with Yum-Yum, ward of Ko-Ko, high executioner, who also wants to marry her. Faced with the necessity of executing somebody to hold his job, Ko-Ko agrees that Nanki-Poo can marry Yum-Yum if he will agree to be executed in a month—but then Ko-Ko decides to let the bride and groom escape and merely testify he has executed Nanki-Poo—a deception that causes more trouble, for the Mikado learns Nanki-Poo is his son. Ko-Ko escapes death only by marrying Katisha—which leaves Nanki-Poo and Yum-Yum free to live happily thereafter.

SUMMARY: A very different screen attraction—but an attraction of great potential profit in terms of immediate box office returns and added prestige for theatres running it. The Gilbert and Sullivan fans—and their number must be legion in every section of the country, particularly since this music has been featured by radio so intensely of late. Swing versions of Gilbert and Sullivan in the theatre recently have added more current interest in this music. The picture is one of breath-taking beauty; probably the supreme achievement of Technicolor camera work to date. Kenny Baker's singing of the music is notable for its appeal and faithfulness to the Gilbert and Sullivan tradition. Excellently played and sung are the other parts by John Barclay, Martyn Green and others of the famous D'Olyly company. Jean Colin is pretty and attractive as Yum-Yum. It is a picture that amuses, delights the ear and eye. Aggressive selling should be used to stamp this an exceptional attraction, a picture everybody should be made to feel they cannot afford to say they missed. London and New York no longer have a monopoly on the fun and lilting melody of finely staged and acted Gilbert and Sullivan and this should be a featured theme of advertising directed at the masses as well as the classes who are interested in music. It's fun—there's slapstick as well as wit in the play. Feature that in advertising, whether in newspapers, music store tieups, ballyhoo of a Jap in a rickshaw or a wandering singer garbed as Nanki-Poo.

OUTSTANDING: Gilbert and Sullivan music.

Catchline: "Fantasy, fun and haunting melodies in the most beautiful technicolor since 'Snow White'." **(FAMILY)**

The Girl From Mexico

(Hollywood Preview)

RKO-Radio Farce Comedy 70 mins.

Lupe Velez In Uproarious Comedy Should Help Draw On Dual Bill With Weaker Film

(National Release Date, Not Set)

Cast: Lupe Velez, Donald Woods, Leon Errol, Linda Hayes, Donald McBride and others. Screenplay by Lionel Houser and Joseph A. Fields. Story by Lionel Houser. Directed by Leslie Goodwins. Associate Producer, Robert Sisk.

Plot: Donald McBride, head of an advertising agency sends his star talent scout Donald Woods, who is about to be married to socialite Linda Hayes to Mexico to get

Legion of Decency Ratings:

(For Week Ending May 20)

SUITABLE FOR GENERAL PATRONAGE

Across the Plains
Boy Friend
Girl From Mexico
Goodbye, Mr. Chips
Some Like It Hot
Wolf Call
Down the Wyoming Trail
Law Comes to Texas
Racketeers of the Range
Spoilers of the Range

SUITABLE FOR ADULTS ONLY

Climbing High
Ex-Champ
House of Fear
Widow's Island
Undercover Doctor
Only Angels Have Wings
It's a Wonderful World

For Additional Exploitation Ideas on These Pictures Consult Encyclopedia of Exploitation—See Back Cover

a native singer for a radio account. He engages a fiery little Mexican entertainer, Lupe Velez, and starts back for America after putting up a bond that he will be personally responsible for the latter morally and otherwise. The day before the audition for the sponsor Lupe loses her voice through yelling at a ball game, a wrestling match and a six day bicycle race where she had been seeing the town with Woods' uncle Leon Errol, but after getting a job in a cafe she gets a new sponsor and in the end also wins Woods as her husband.

SUMMARY: For those who like their fun with plenty of hoke and slapstick, this one should prove popular with both the fans and the box office as a companion feature to one not so lively. The dynamic little Mexican star Lupe Velez in a made to order role never showed to better advantage and in several episodes with that stellar rubber legged comic Leon Errol, creates many a "belly laugh." Donald Woods and Donald McBride both give perfect support in straight roles as does the balance of the good cast. Les Goodwins finely paces his direction and snaps into every comedy situation lined up in the hilarious screenplay. The production of Robert Sisk looks like far more money than is generally put in this type. Dress the theatre staff in Mexican outfits and the lobby with palms, etc.

OUTSTANDING: Lupe Velez and Leon Errol, story and direction.

Catchline: "She was as easy to handle as a stick of dynamite." **(FAMILY)**

Ex-Champ

Univ. Drama 74 mins.

When More Entertaining Pictures Are Made They'll Be Super Special Epics

(National Release Date, May 19)

Cast: Victor McLaglen, Tom Brown, Nan Grey, William Frawley, Constance Moore, Donald Briggs. Original story by Gordon Kahn. Screenplay by Alex Gottlieb and Edmund L. Hartman. Directed by Philip Rosen.

Plot: McLaglen, a former prize fighter, who won a local championship in 1915, had saved his money and sent his son to college. The latter, now vice-president in a Wall Street house, marries a wealthy girl and refuses to acknowledge his father or his sister, Nan Grey. McLaglen picks up a promising young fighter, Brown, and trains him. When Briggs, the son, gets into trouble and needs money, he arranges to bet heavily on his fighter's opponent but Frawley who had been charged to place the bet put it the other way. Everything turns out all right when Brown wins the championship and Nan Grey too.

SUMMARY: This is an unpretentious little picture but still one of the most entertaining we've seen in many a day. There's comedy, pathos and plenty of action in it and excellent performances by McLaglen and Frawley. Some of the scenes will kinda get you, especially that in which the ex-champ hocks his championship belt only to find that it's only worth $16. For entertainment value it's hard to beat this picture. McLaglen is a good name to sell it with and the other members of the cast are by no means unknown. Hang some boxing gloves from the lobby ceiling appropriately placarded. Through the cooperation of your sports editor run some pictures of former champs in the newspaper with prizes for those guessing their identity.

OUTSTANDING: Victor McLaglen in a role made to order for him.

Catchline: "Once the hero of frenzied cheer . . . now the butt of slurring jeers." **(FAMILY)**

The Red Cross Subject

This year's Red Cross subject is titled "Footsteps." As usual, you can obtain it from your local chapter chairman of the Red Cross. It is especially interesting this year, showing each step in the training of a Red Cross Nurse and the work which these fine women do in various parts of the country. The subject is highly entertaining as well as helping a worthy cause and you can obtain considerable good will by showing it. Bookings are gratis.

Code of the Secret Service

(Hollywood Preview)

WB Drama 58 mins.

Second In Secret Service Series Okay Filler For Saturday Kids, Action Fans

(National Release Date, May 27)

Cast: Ronald Reagan, Rosella Towne, Eddie Foy, Jr., Moroni Olsen, Edgar Edwards, John Gallaudet, Jack Mower and others. Based upon material compiled by W. H. Moran, Ex-Chief of the U. S. Secret Service. Screenplay by Lee Katz and Dean Franklin. Directed by Noel Smith. Associate Producer, Bryan Foy.

Plot: Ronald Reagan, U. S. Secret Service operator is sent to Mexico to round up a gang of counterfeiters. He receives information from another operator, that the leader of the counterfeiters is a peg-legged man. He heads into the interior and finds the hideout of the gang, only to be recognized and captured. Meanwhile the Mexican Police, hot on his trail for a supposed killing, receive word from Washington, identifying him, and they arrive at the hideout in time to help Reagan escape before the mission is blown up by the leader of the counterfeiters. Reagan then captures the leader and secures the evidence he was sent after.

SUMMARY: The best that can be said for this picture is that it will be an okay filler for the Saturday juvenile action fans, in spite of the satisfactory trouping and good direction. The main trouble lies in the story treatment, which lacks suspense, and the fact that most of the situations have been done over and over again in at least a dozen similar pictures. Ronald Reagan heads a competent cast, that strives hard to do something with the story material, but with little success. Print stage money and distribute it around town in advance of showing. Secret Service magazines could be used to attract attention in your lobby with any newspaper headings you can get of actual counterfeiter activities.

Catchline: "Smashing a counterfeiting ring." **(FAMILY)**

Kid From Kokomo

WB Comedy 92 mins.

Fast-Moving Comedy of the Prize Ring Has Ingredients to Assure Mass Appeal

(National Release Date, June 24)

Cast: Pat O'Brien, Joan Blondell, Wayne Morris, May Robson, Jane Wyman, Stanley Fields, Maxie Rosenbloom, Sidney Toler, Ed Brophy, Winifred Harris, Morgan Conway, others. Screenplay by Michael Fessier, Richard MacCaulay and Jerry Wald from a novel by Dalton Trumbo. Directed by Lewis Seiler. Associate Producer, Sam Bischoff.

Plot: When Rosenbloom surprises his manager, O'Brien, and O'Brien's girl, Joan Blondell, who had bet everything against him, the two hastily leave town. At a sleepy village where they were seeking a local blacksmith, reputedly a good fighter, they find Morris, a farm boy, is even better. They bring him to New York. Motherless, Morris is seeking the one who abandoned him as a child. To hold him, O'Brien induces May Robson, a liquor-loving old kleptomaniac, to assume the role. She takes advantage of the situation and assumes charge of the fighter's money. Then O'Brien tries to expose her, but Morris will not believe him. On the night of a big fight with Rosenbloom, Morris plans to lose the fight because May had gambled all her money on crooked horses, with Conway, Rosenbloom's manager, holding the check. He wins the fight, however, when Rosenbloom ridicules May. There are further complications, but all is cleared up.

SUMMARY: With plenty of action and hilarious situations this is a first-rate comedy of the prize ring. It is geared straight for mass appeal, and should win enthusiastic approval from audiences in average-sized towns. Not that key city patronage won't like it, because they will, but because it's made up of the ingredients that keep the majority of theatregoers in the hinterlands howling with merriment one minute and on the edge of their seats with excitement and suspense the next. Pat O'Brien as the glib-talking fight manager is good, and Joan Blondell was never lovelier. But it's Wayne Morris, as the simple farm boy, and May Robson, as the old kleptomaniac posing as his mother who steal the show. Other performances are satisfactory. Since this is principally a rapid-fire comedy, your campaign should be gagged. Play up the entire cast. Place posters at recreation centers around town.

OUTSTANDING: Wayne Morris and May Robson.

Catchline: "Hilarious comedy, rapid-fire excitement, as a fast-talking prize fight manager takes a farm boy under his wing." **(FAMILY)**

Racketeers of the Range

RKO-Radio Western 64 mins.

Fast Moving Western With George O'Brien As Draw Should Do Well For Saturdays

(National Release Date, May 19)

Cast: George O'Brien, Chill Wills, Marjorie Reynolds, Gay Seabrook, Robert Fiske and others. Story by Bernard McConville. Screenplay by Oliver Drake. Directed by D. Ross Lederman. Produced by Bert Gilroy.

Plot: O'Brien and his fellow cattlemen have been shipping cattle for a long time to the packing company owned by Marjorie Reynolds. She is determined to follow the advice of Fiske, her attorney and sell out to a large company. O'Brien seeking to keep the company alive has it thrown into receivership with himself as largest creditor appointed receiver. Marjorie follows him out to his ranch and tries to reason with him but he shows her she is being cheated by Fiske. He buys all the cattle from the surrounding ranches but they are stolen by rustlers. O'Brien and his men recover them and take them to the train but the rustlers make off with the train. O'Brien and his men head off the train and after a violent battle recapture their cattle and O'Brien gets Marjorie.

SUMMARY: Here's a fast-moving Western with plenty of action and it's done in the modern style. There are automobiles and horses in it 'n' everything. But don't

(Continued on page 18)

For Additional Exploitation Ideas on These Pictures — Consult Encyclopedia of Exploitation—See Back Cover

PROGRAM EXCHANGE

From Great Britain and Canada We Get Novel Theatre Program Ideas

IT'S wet and dark and dreary outside. Just why we always like to begin Program Exchange discussions with the weather is something we can't understand, unless perhaps the weather is as good a subject as any with which to start. It's important to you, too, for on conditions outside depends to a certain extent the rise and fall of your business. If it's raining pitchforks, the streets are probably deserted. And if it's a beautiful day outside, many people are basking in the sunshine who might otherwise be in your theatre. Yes, the weather is a vital factor, and that must be the reason why we give it recognition in the opening paragraph of these discussions.

But now let's get down to business. We told you last week that we were going across the ocean and back again. Well, that's just what we're going to do. We believe American exhibitors are always glad to know what their British brethren are doing. And to keep you informed, our London correspondent, Jock MacGregor, sticks his nose for news into various cinemas just to learn what they're doing in the way of publishing and distributing programs. Here's his report this week:

"I have sent you a selection of monthly programs issued by the Gaumont British Picture Corp. Jimmy Forsyth, the chief of Theatre Publicity, is a great believer in direct mailing, and the majority of the brochures are distributed to private houses, hotels, restaurants, etc. He claims that if they are left in the vestibule, they reach only a limited number of patrons; but by mailing, the bills are brought before casual cinemagoers and habitues of other theatres. Further, by cooperating with outside advertisers, the only cost to the theatre is the postage which is less than $10 per thousand. Patrons nowadays expect this service and look for the programs on the first of the month.

"Though supervised by Forsyth, the program for each house has its individual touch. The front page for the Gaumont, Hammersmith, for instance, is a line drawing of the exterior of the house, and since the month includes 'Birthday Week,' there is a special manager's message and a double-page montage of the many stars who have appeared there; two pages and two stills are devoted to each bill which consists of two features and variety; on another page is a synopsis of the month's attractions.

"The Gaumont Palace, Guernsey, which is, of course, on one of the Channel Isles, has for its frontispiece a battleship plowing through a heavy sea firing a salvo; the slogan is '1939—The Great Film Boom Year.'

"For the North London cinemas, GB has one program to cover seven halls. The bill for each house is given, and whole pages are devoted to the more important films shown."

"Censors' particulars are given in every case, and certain houses follow the practice of printing the times of each film: a much appreciated feature, since many people dislike the 3½-hour programmes."

And there you are. What interests us is the type of front-page illustrations—that of the Gaumont Palace, Guernsey, for example; perhaps there is some celebration, anniversary or observance taking place in your community which you could adapt as the frontispiece for your program.

Up in Tilbury, Ontario, Canada, Harland Rankin issued passes to mothers in honor of Mother's Day. Just how they were distributed, he does not make clear; but the copy is as follows: "Please accept this pass with our compliments to you on Mother's Day, May 12."

Tom Pringle, of the Ideal Theatre, Toronto, Canada, used a swell gag in his program, the inspiration for which he credits the *Encyclopedia of Exploitation.* Highlighted by the illustration of a donkey, the copy reads: "Hey Kids! I'm the only one in this district that's not going to the 'Ideal Matinee' on Saturday . . . and you know what I am." If you want to use the idea, says Tom, look under the classification, "Donkey" in the *Encyclopedia of Exploitation,* and there you'll find the details. And if you boys didn't know it, this showselling aid is available to you at a reasonable price through STR. (This is positively not an advertisement.)

We've gone British and Canadian this week, but we promise you that come the next issue of STR we'll be back on United States soil once more. However, they say it broadens one's knowledge to travel. That may be true in this case. We hope so.



Some Ideas Here For You?

In the program for the Gaumont, Hammersmith, published by the GB circuit in London, the theatre's birthday week was emphasized by a double-page montage of the stars who had appeared in films playing there. In the upper right-hand corner is a clever sticker put out by Frank Boucher, of the Glove Theatre, Gloversville, N. Y. In the lower right-hand corner is a section of a page hailing "the star of the month," from a GB house organ.

New Member Added This Week

Walker Noble, Fine Arts Theatre, Westport, Conn.

—*Your Application Blank*—

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....

Showmen's Parade

Numerous managerial changes were made in the Washington zone of Warner Bros. Theatres this week occasioned by the opening next month of the Kennedy Theatre, a newly built house. CLAUDE LAND, manager of the Colony will manage the Kennedy, when it opens. NELSON SMITH has been shifted from the Home Theatre to the Avenue Grand replacing HENRY COON, who takes over the management of the Penn Theatre during the illness of DAN REYNOLDS. SIDNEY HOFFMAN, manager of the Apollo has been shifted to the Colony, replacing LAND. JAMES GLENNON has been shifted from the Seco to the Apollo. His place at the Seco is taken by RAYMOND BURCH, promoted from assistant manager of the Tivoli. FRED MacMILLAN has been transferred from the Avalon to the Silver replacing LAMAR KEEN who goes to the capitol at Winchester, Va. where he succeeds THOMAS BALDRIDGE, who resigned. MacMILLAN's place at the Avalon has been taken by THEODORE LOHMEYER who in turn is succeeded at the York by EARL HEATWOLE, promoted from assistant manager of the Metropolitan. SMITH's post at the Home has been taken by ERNEST WELLS, promoted from assistant manager of the Earle. WALDO CHANDLER, manager of the Virginia, Harrisonburg, Va. has been shifted to the Central, Martinsburg and PETER TUTWILER, former assistant manager at the Virginia, succeeds to CHANDLER's post.

BEN WESTLUND, has been appointed publicity manager of the Golden Gate Theatre in San Francisco.

In The Editor's Mail Bag

Chick Lewis,
SHOWMEN'S TRADE REVIEW.
Dear Chick,

I must ask for a showdown regarding your editorial in the issue of May 13th of SHOWMEN'S TRADE REVIEW. The statements made therein imply there is a secret alliance between Allied of New York and I. T. O. A. You also seem to raise the question that New York Allied's loyalty to the national organization is rather thin and, therefore, subject to criticism.

Rather than create any veiled insinuations, you should have stated the facts, if you have them. If we are to get anywhere in this industry and if there are forces in it working with ulterior motives, let's get them into the open regardless of where the weight may fall. You have an obligation to this industry and it is incumbent upon you to face the issue squarely with the whole truth and nothing but the truth, remembering that what we are mainly interested in are facts.

Yours very truly,
(signed) *Max A. Cohen*
President, Allied Theatres of N. Y.

Theatreman Wins Prize

Theodore G. Ehrsam, manager of the Huntington Station Theater, Huntington Station, Long Island, N. Y., of the Century Circuit, won top cash prizes for himself and Professor R. M. Smith, head of the English Department at Lehigh University, Bethlehem, Pa., for writing the letter judged best of thousands in the "Letters Home" contest held weekly at the exhibit of the Westinghouse Electric and Manufacturing Company at the World's Fair.

Selling the Picture



Baby Carriage Poster Bally

For the engagement of Monogram's "Mystery Plane" at the Brooklyn Strand, a poster stand on wheels was constructed. Posters were mounted on a baby carriage and wheeled around the vicinity of the theatre. Teddy Trust, publicity director of the Strand, arranged it.

Bodiford Puts On Detailed Campaign For Fourth-Run Engagement of "Jesse James"

Just because a picture has already played first-run is no sign that it won't make money on its subsequent engagements. As a matter of fact, down in Fort Worth, Texas, Manager Lowell T. Bodiford of the Parkway Theatre put on a detailed campaign for "Jesse James," in spite of the fact that he played the picture fourth run.

An old gun collection was in the window of the First National Bank two weeks preceding the playdate. This window, according to Bodiford, is reputed to be worth $100 per week.

An 1898-model automobile was parked downtown on the most conspicuous corner a week preceding the playdate. On the car were explanatory signs advertising "Jesse James." So much attention was attracted by the display, and traffic was so tied up, that it was found necessary to move the car the second day.

A 1905-model Hupmobile was also parked in front of the theatre with appropriate signs.

A "Jesse James Trio," composed of three girls in old-fashioned costumes, appeared at the Parkway's Saturday morning Kiddie Show, on two Buck Nite drawings, at the local Kiwanis Club and on the Interstate Circuit radio program. Additional words were attached to the end of the song which gave the players and playdate of the picture.

Ten days before the playdate the theatre staff was attired in "Jesse James" costumes, which included guns, boots, cowboy hats, bandanas, etc.

A large box on the picture was carried in the theatre's house program. Four thousand heralds were distributed to the schools. A man named "Jesse James" was found, of whom a picture was made showing him holding up the box office. Bodiford approached movie critics on running the picture as a gag.

A chair was found in Ft. Worth which is supposed to be the one which James occupied when he was shot. C. L. Douglas, feature writer of the *Ft. Worth Press,* carried a column on it. The chair was in the bank window for several days, after which it was transferred to the theatre lobby.

A large banner was displayed in the lobby a week before the opening. A large 33 ft. sign hung above the marquee two weeks in advance. The sign could be seen by cars coming from three directions.

Robert L. Ripley's "Believe It Or Not" trailer on the picture was run two weeks in advance. A thousand Techniques (cards which had a frame of the actual Technicolor print attached to them) were distributed in the business section. They attracted considerable comment, according to Bodiford.

An autographed photo of Tyrone Power was given to the boy or girl submitting the best entry in a "Jesse James" coloring contest. A soap-modeling contest for the best soap model of a gun was also held for the children. Sidewalks were stenciled. Street & Smith "Jesse James" books were given to newspaper critics, which resulted in extra publicity, and also to children as prizes.

Special badges were made up and distributed to business houses for their employes to wear. These badges were their admission to see the picture. Appropriately attired, an usher put on roller skates and ballyhooed "Jesse James" at the Roller Derby for several nights.

Mind you, this thorough-going campaign was for a fourth-run. As a result, business was tremendous. Which should be ample proof that selling the picture is the backbone of good business, whether you play the film first run or subsequently.

Merchants Cooperate With Brown on Durbin Feature

Bill Brown, Jr., manager of the Durfee Theatre, Fall River, Mass., made several window tieups on "Three Smart Girls Grow Up." As in the past, Brown's tieups were mostly all gratis. Here are just a few of the windows he promoted:

McWhirr's Dep't. Store—Radio and Decca Records. Deanna Durbin records and spot announcements were broadcast from the store. Stills and a one-sheet were used in the display.

Empire Men's Shop—Display of slack suits similar to those worn by Robert Cummings, together with stills and playdate.

S. S. Kresge's—"Deanna Durbin Perfume." Also counter displays. A photo of Deanna was given with every purchase.

Saxe'r, Inc.—Display of "Deanna Durbin Handbags" with stills and playdate.

J. J. Newberry—Display of Blue Bird records, also magazines, with stills and date.

Western Union—A 5-ft. poster with stills and playdate.

Candy Mart, Inc.—Special candy display, with three posters tieing in Mothers' Day.

Hall's Music Store—Sheet music display with stills and playdate.

Liggett's Drug Store—Soda fountain tieup on "Deanna Durbin Sundae."

Brown also arranged displays in three other stores, and had a merchandise tieup with the Cherry & Webb department store, which worked the name of the picture and the playdate into its newspaper ad.

Real Madden Sees Beery Film

In Indianapolis recently Manager Ward Farrar of Loew's, while doing some exploitation on "Sergeant Madden," ran across a real Sergeant Madden on the Indianapolis police force. The policeman was Farrar's guest at a special preview of the film, and the coincidence got a good break in the dailies.

Money Dates

JUNE

18th

FATHER'S DAY. Sponsored by the Father's Day Committee of New York. Here is the time for you to play father and son picture. Run a father and son athletic contest and offer guest tickets as prizes. A special father and son matinee would be a good bet for observing this day, too.

20th

WEST VIRGINIA JOINED THE UNION, 1863. This occasion should be observed fittingly in that state.

21st

NEW HAMPSHIRE JOINED THE UNION, 1788. Theatres in the Granite State should take notice of this occasion to observe it fittingly.

22nd

SUMMER BEGINS. This is a good time for you to plant institutional copy plugging your cooling system and your array of outstanding summer attractions. By the time this day has rolled around the weather man will have already reminded you that summer has been long on the way but this will serve as reminder for you to clean up your basement, look over your cooling plant and your heating system, have cool colors in your lobby and front, etc. Last week's issue contained some suggestions for selling your theatre in summer.

23rd

C. L. SHOLES patented the typewriter in 1869. This wonderful invention is just 70 years old and you may be able to make some good tieups with local typewriter agencies in connection with your current attractions.

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Broadway Serenade	April 1
Captain Fury	This Issue
Dark Victory	April 22
Flying Irishman	March 11
Gunga Din	Jan. 28
Hardys Ride High	April 22
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Idiot's Delight	Jan. 21
Jesse James	Jan. 21
King of the Turf	Feb. 25
Little Princess	Mar. 4
Lucky Night	May 13
Made For Each Other	Feb. 18
Man of Conquest	April 29
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	March 18
Stand Up and Fight	Jan. 7
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Tail Spin	Feb. 4
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Topper Takes a Trip	Jan. 14
Union Pacific	May 6
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Zenobia	Mar. 18

"CAPTAIN FURY"

Thrilling, Bold Adventure Of Australian Robin Hood Ideal Campaign Material



Brian Aherne is the gallant hero of "Captain Fury." Victor McLaglen, Virginia Field (inset) have important roles.

ADVENTURE and romance are the requisites of popular present-day motion picture entertainment. We have our problem dramas, our society dramas, our gangster thrillers and our comedies; but somehow or other, let a fan know you're going to give him a rousing adventure story with just the right amount of romance in it, and you can bet the money you've saved up for the World's Fair that he'll be the first one at your box office to buy a ticket.

As far as we can remember, Hal Roach has been almost exclusively identified with comedies. Since the old days when millions chuckled at Snub Pollard and Harold Lloyd in comedies made by Mr. Roach and released by Pathe, this prominent motion picture producer has forged ahead until today a film bearing the words "Hal Roach presents" is certain to be tip-top entertainment. That he has deviated from humor in presenting "Captain Fury" is a remarkable tribute to his genius and versatility.

"Captain Fury," by the way, is, according to the press book, a "roaring adventure and rich romance of the 19th Century." It is "the story of dauntless men and brave women who migrated to the barren bush country of Australia to hew a nation out of a strange wilderness." Brian Aherne is a daring, reckless, romantic rogue—an Australian "Robin Hood." All this sounds just as fascinating to us as it will to members of your public. And the fact that Mr. Roach considered the story so important that he also took over the directorial reins should be still further proof of its entertainment merits.

You have not only entertainment to sell, but names as well. Just take a look at the cast and credits box on this page if you want proof. There, you'll find, in addition to Hal Roach, the producer-director, and Brian Aherne, the hero, such other box office personalities as Victor McLaglen, June Lang, Virginia Field, John Carradine, and others. Those names will look good in your advertising and on your marquee—and they'll attract patronage.

Now let's get right down to business. As far as advance teaser ads are concerned, your best bet is to use the excellent catchlines contained in the regular ads, along with illustrations of Brian Aherne and Victor McLaglen and perhaps June Lang and Virginia Field for feminine interest. You could, if you wished, take other characters of history or fiction who, in saving the people from tyranny, have become virtual "Robin Hoods," and make mention of them, meanwhile leading up to the story of "Captain Fury," another "Robin Hood."

An SRB Showmanalysis

(REG. U. S. PAT. OFF.)

Here Are Your Cast and Credits

Captain Fury .....BRIAN AHERNE
Blackie .....VICTOR M'LAGLEN
Francois Dupre .....Paul Lukas
Jeanette Dupre .....June Lang
Coughy .....John Carradine
Arnold Trist .....George Zucco
Preston .....Douglass Dumbrille
Mabel .....Virginia Field
Mergon .....Charles Middleton
Governor .....Lawrence Grossmith
Mr. Bailey .....Lumsden Hare
Mrs. Bailey .....Mary Gordon
Bob .....John Warburton
Suco .....Claud Allister
Bertie .....Will Stanton
Governor's Aide .....Edgar Norton
Tess Bailey .....Margaret Roach
Duffy .....Billy Bevan
Danny Bailey .....Edwin Brian
and others

Presented by HAL ROACH. *Released through* UNITED ARTISTS. *Directed by* HAL ROACH. *Musical Score by* MARVIN HATLEY. *Screenplay by* GROVER JONES, JACK JEVNE, WILLIAM DeMILLE.

Newspaper Publicity Important

Advance newspaper publicity is always important. We've just been reading the stories in the publicity section of the press book, meanwhile admiring the attractive art, and it is our belief that the stories and art are interesting and appealing enough to make it worth your while to see that one of each gets in the amusement columns every day for at least two weeks before the film opens. At least, see that plenty of stories are used, beginning with shorts and gradually enlarging to feature material. You'll find, we believe, your editor will accept this material, provided you include a strong advance advertising campaign along with it, thus proving the merits of the film. After all, you can't expect to keep down to, or even go below, your usual advertising budget, and expect the newspaper to cooperate with you.

Here's a newspaper or house program contest that ought to stimulate a lot of interest in "Captain Fury." The idea is to see who can submit the most titles of films of the past in which the word "Captain" has been used.

For instance, although you may not remember them, films have been produced with these titles: "Captain Alverez," (Vitagraph, 1917); "Captain Applejack," (Warners, 1931); "Captain Blood," (Vitagraph, 1924, and Warners, 1935); "Captain Calamity," (Regal, 1936); "Captain Careless," (FBO, 1928); "Captain Courtesy," (Paramount, 1915); "Captain Fly-By-Night," (FBO, 1922); "The Captain Hates the Sea," (Columbia, 1934); "Captain Hurricane," (RKO, 1935); "Captain January," (Principal Pictures, 1924, and 20th Century-Fox, 1936); "Captain Kidd, Jr.," (Artcraft Pictures, 1919); "Captain Kiddo," (Pathe, 1917); "Captain Lash," (Fox, 1929); "Captain of His Soul," (Triangle, 1918); "Captain of the Guard," (Universal, 1930); "Captain Salvation," (MGM, 1927); "Captain Swagger," (Pathe, 1928); "Captain Swift," (Vitagraph, 1920); "Captain Thunder," (Warners, 1931); "A Captain's Captain," (Vitagraph, 1919); "Captains Courageous," (MGM, 1937); "The Captain's Kid," (Warners, 1936 and 1937)—well, we could go on like this, but we'll stop.

Anyway, there are different methods by which you can conduct this contest. First, and most difficult, in our opinion, would be to ask fans to name as many pictures as possible with the word "Captain" in their titles. There may be some rabid movie fans and old-timers who through the years have maintained a scrap book or who have a memory strong enough to enable them to list the majority of titles we've given you here. But their number will be very few, in our opinion. So, perhaps you can do it this way, which makes it a contest of wits. List all the titles, dis-



It's a Colorful Poster

The six-sheet, which in spite of the fact that it can only be reproduced here in black and white, is a colorful poster suitable for a cutout for your lobby or as an attention-getting advertising medium to be posted on every available board.



Swell Co-op Page Layout

Here's a suggested layout for that cooperative page you'll promote from your merchants. By ordering the stills, some of which are shown in another layout on this page, you'll have the material to start your ad man on his way, pronto!

tributors and dates, but mix them. It will be the contestants' job to arrange them properly so that each title has the correct distributor and the correct year in which it was released. Then, again, you might ask the fans to name as many fictional "Captains" as they can, such as "Captain Blood," "Captain Applejack," "Captain January," etc.

Inasmuch as radio quiz shows are all the rage these days, one on "Captain Fury" wouldn't be amiss. Get an authority on Australia—a geography teacher, for instance—to propound a list of questions to be hurled at a few members of the radio audience. By using the process of elimination when a question is incorrectly answered, the one still standing is eligible for guest tickets.

There's a suggestion in the press book for a reward poster. They're so easy to have printed locally that you can give the suggestion to your printer, along with the required mat of Brian Aherne, and he will be able to get them ready for you in a short time. These posters intrigue and excite the curiosity of every person who sees them, which makes them valuable for placing in every available spot within and outside your community.

Contests That Will Click

Here's another good contest for you, one that sells the principal players of "Captain Fury." Using photographs of Brian Aherne, Victor McLaglen, June Lang, John Carradine and Paul Lukas, ask the fans to see how many pictures they can remember in which each of the players have appeared individually. Then there's also another good contest which depends on four mats of recent film "Robin Hoods," which you'll find in the press book. Fans are to identify the characters and the names of the films in which they appeared. The mats are on Wallace Beery as "Viva Villa," Don Ameche as D'Artagnan in "Three Musketeers," Errol Flynn as "Robin Hood,' and Brian Aherne as "Captain Fury."

The hero is a great benefactor to the poor and oppressed. In view of this why not conduct a search in your town for a local "Captain Fury"—someone who has done the most for the underprivileged and the needy? This stunt will create goodwill for your theatre and warm-hearted interest in the film itself. On the other hand, you might conduct a popularity contest to find the "Captain Fury" of the police force—the policeman with the biggest heart who has done the most for unfortunates in his own unselfish way. Either one of these ideas would be a strong selling bet, so take your choice.

If you could see Still H-136 (and you probably will) you'd see June Lang attired in a charming costume representative of the period in which the story of "Captain Fury" takes place. Linked to their New York and World's Fair exhibits, dealer outlets for the Singer Sewing Machine Company are tied up with the picture through Miss Lang's costume. The company's exhibit is based on dresses worn by actresses in historical roles, and they are giving their New York display of the actual dress a strong campaign of national advertising and publicity. So contact your local outlet for cooperation.

There is also a national tieup on Venida hair nets, in which 15,000 retail outlets will plug the picture. Get in touch with your local Woolworth 5 & 10c store, drug and department stores for displays of counter and window cards.

Perhaps there's a native-born Australian in your community. If so, garner extra newspaper publicity by making him your special guest at an advance screening; by having him speak about his native country before a club, such as the Kiwanis or Rotary club; or by having him talk over the radio. With his permission, you might use his photograph and endorsement in your ad, using copy something like this: "Take it from a real Australian, 'Captain Fury' is a spectacular, exciting frontier drama of the country in pioneer days." Then follow with his endorsement.

If Fans Were "Fury" For a Day

Most of us like to think of what we'd do if we could be a modern "Robin Hood" for a day. You can get folk to write what they would do if they were "Captain Fury" living today. Give them the idea of the character in the picture, and then ask them what they'd do if they were in his place. You'll get some interesting angles, we'll bet, if the writers have any imagination at all.

Action, thrills, adventure and romance should be the main selling angles in your front display. Blowups of action and romantic stills into 3-sheets or 1-sheets, or whatever size sheets are required for your display frames, will attract attention from passersby, and make them patrons. Use the heads, and possibly the title, from the 24-sheet for your marquee display. If you want an effective sidewalk piece, get Still H-167 and blow it up to a giant standee of "Captain Fury" that will reach from the sidewalk up to the marquee. Use a "See" board; that is, a board on which the thrilling moments from the picture are recorded. If your show runs closely to schedule, you can give the time of each of the thrilling moments. Let vari-colored pennants hang from a point high on the building down to the marquee.

H	T	I	N
J			E
C			A
E			E
L	*Brian Aherne and Jean Lang in "CAPTAIN FURY"*		M
E	T	A	N

Grab Space With Puzzle

Plant this puzzle in the newspaper or in your house program. The scrambled letters form the character names of Brian Aherne and June Lang. June is Jean in the layout, but this error will probably be corrected in the finished pressbook.

You can make your street ballyhoo effective by having a tall, but not thin, man attired in a costume similar to that worn by Brian Aherne as "Captain Fury," walk around the business section appropriately bannered and distributing heralds. Copy on the banner might read: "'Captain Fury' is bigger than I am, etc."

Conduct your campaign in the manner we have advised here, using this Showmanalysis and the pressbook as your combined guides. Additional ideas will present themselves to you as you lay your plans. When your work is done, we feel sure you'll have reasons to be glad you went out and sold "Captain Fury" to the best of your ability. And those reasons should be many—many extra patrons waiting in line at your box office to buy their tickets.



Put These Tie-up Stills to Work Now

How about arranging some window display tieups? Well, it's rather simple when you have stills like these to aid you. Beginning at the top, left, and reading clockwise, these photos are suitable for dinner dress, pipe, tennis outfit and coiffure promotion. And there are others, too, which are not shown here. Your campaign won't be complete unless you use them.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

MONTAGUE LOVE and DAVID TORRENCE reported at Paramount last week for their first work before the cameras in "Ruler of the Seas", new FRANK LLOYD production starring DOUGLAS FAIRBANKS, JR., MARGARET LOCKWOOD and WILL FYFFE. Both LOVE and TORRENCE fill two of the film's important character roles.

Pre-recording started on MGM's "Babes in Arms" under the musical direction of GEORGIE STOLL, with JUDY GARLAND, BETTY JAYNES and MICKEY ROONEY at work on three numbers. JUDY will sing "I Cried for You," written 17 years ago by Producer ARTHUR FREED and VINCENT YOUMANS, as one of the numbers.

SOL LESSER'S first production for Uniter Artists release will be "Our Town," from the Pulitzer Prize-winning play by THORNTON WILDER. The picture will be made in Technicolor under the supervision of ERNST LUBITSCH. LESSER'S contract with UA calls for three pictures for the 1939-1940 program.

JEAN PARKER, HORACE MACMAHON, JEROME COWAN, BENNY BAKER and DOROTHEA KENT have been selected to head the supporting cast of Republic's "The Fighting Irish," now in production with PHIL REGAN in the leading role. SIDNEY SALKOW is directing under the production supervision of SOL C. SIEGEL.

ADOLPHE MENJOU will play the role of the impresario in Warner Bros. forthcoming production "On Your Toes," if HAL ROACH can effect an adjustment in schedules. MENJOU is slated for a principal part in Roach's "The Housekeeper's Daughter," which will be in production at approximately the same time as "On Your Toes."

JEAN ROGERS goes into the feminine lead in 20th Century-Fox' "Harmony At Home," under the direction of OTTO BROWER, Executive Producer SOL M. WURTZEL announced. Miss ROGERS was last seen in "Inside Story."

JERRY BRANDT, in association with E. B. DERR, will make eight action pictures for the Monogram 1939-40 program. BRANDT has already checked in at the studio and begins preparation for his first production, scheduled to go before the cameras early in June.

GEORGE O'BRIEN and members of the cast and crew of RKO's "Timber Stampede" returned to the studio after filming location scenes at Sonora, Calif. DAVID HOWARD is directing under the production guidance of BERT GILROY. MARJORIE REYNOLDS has the feminine lead opposite O'BRIEN.

SANDY HENVILLE, who scored such a big hit in BING CROSBY'S "East Side of Heaven," will co-star in Universal's "Sandy" with MISCHA AUER. The picture will start as soon as the baby gets over the measles.

"The Aviators" will be the first of a series of eight French films which the newly formed BORIS MORROS Productions will produce this year in addition to handling, for release, fourteen other French subjects. STAN LAUREL and OLIVER HARDY will be reunited for the comedy.

"Mr. Smith Goes to Washington" entered its fifth week of production at Columbia with FRANK CAPRA inducing JAMES D. "JIM" PRESTON to appear as himself. PRESTON has been Superintendent of the United States Senate press Gallery for the past 35 years.

SAMUEL GOLDWYN has reconstructed six acres of his studio back lot for the production, "The Real Glory," with GARY COOPER in the starring role, and has literally brought Mindanao to Hollywood. HENRY HATHAWAY is directing with DAVID NIVEN, ANDREA LEEDS, WALTER BRENNAN and REGINALD OWEN in featured roles.

WILLIAM SEITER'S next directorial assignment at 20th Century-Fox will be "Here I Am a Stranger," with RICHARD GREENE and NANCY KELLY in the leading roles.

"Death Ring", a story based upon the horrible murders now being uncovered by the district attorney's office in Philadelphia, Pa., has been written by TED RICHMOND, BERNIE GILER and BEN ROBERTS.

BEN GOETZ, executive in charge of British production for MGM, left for New York and London following the premiere of "Goodbye, Mr. Chips" at the Four Star theatre in Hollywood. VICTOR SAVILLE, producer at the Denham studios will remain here for several weeks to discuss coming British product.

RICHARD DIX has been signed to a long term contract by RKO, and is scheduled to start shortly in "Reno," with ROBERT SISK producing. The deal brings DIX, recent star of Republic's "Man of Conquest," back to the studio where he made many of his successes.



Looks Like a Swell Job

ANDY DEVINE, *gravel throated comic, seems delighted with his job in Universal's "In Old California," in which he co-stars with* RICHARD ARLEN, *and is supported by* PRINCESS LUANA, *left, and* MAMO CLARK, *"Original Sarong Girl," right. They are shown between scenes on the set.*

N. Y.'s Fight Against Juvenile Delinquency to be Story Basis

The story of the New York Police Department's fight against juvenile delinquency, will be dramatized by Warner Bros. in "Pals", an original story by PETER ORDWAY. Leading male roles will be played by FRED STONE, the "Dead End" boys and JEFFREY LYNN. MARGARET LINDSAY will have the feminine lead.

The story will display the activities of the Athletic League sponsored by the metropolis' law and order department, which maintains 277 playgrounds in "dead end" streets and crowded tenement districts.

Production is scheduled to start around the 15th of next month.

Raymond Hatton Joins Mesquiteers

RAYMOND HATTON has been signed by Republic to a new term contract and is scheduled to become one of the famed Three Mesquiteers. Hatton is slated to play the role of "Rusty" in all future Mesquiteer films, sharing starring honors with JOHN WAYNE and RAY CORRIGAN. His first appearance in the series will be in "Oklahoma Outlaws," now before the cameras.

Bette Davis Takes Vacation

BETTE DAVIS is taking a two weeks' vacation before starting work in "The Knight and the Lady," Warner Bros. picture in which she will co-star with ERROL FLYNN. Shooting schedule has been arranged to allow Miss Davis to rest after completing her role in "The Old Maid." Camera work began last week under the direction of MICHAEL CURTIZ.



Mixing Seasons

The ingenity of these film makers knows no bounds. Here is 20th Century-Fox's "Second Fiddle" company on location at the Inglewood railway station. It's spring by the calendar but since the script says it's winter in Minnesota, winter it is by every outward indication in Inglewood. SONJA HENIE *and* TYRONNE POWER *are shown walking into the station in this photo.*

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Jack L. Warner is writing a personal letter to 14,000 exhibitors calling their attention to "A Family Affair". The last time Mr. Warner wrote a letter of this kind was for "Four Daughters", and if "Family Affair" is as good as "Four Daughters", we suggest that Mr. Warner continue his writing.

Looks like Producer Harry Sherman is raiding the Latin quarters of both Hollywood and Los Angeles for the next two pictures, "The Double Dyed Deceiver" and "Argentina". Every available Latin, making his or her living in motion pictures, has been added to the Sherman roster.

Dorothy Sebastian, that swell star of years ago, is staging a comeback in MGM'S "The Women" under George Cukor's direction. Miss Sebastian will appear in the department store sequences with Joan Crawford. Loads of good luck . . . and here's hoping we'll see a lot of you in the future.

Will someone please tell us what the line was that followed Gracie Allen's "How are your pansies", at the preview of "The Gracie Allen Murder Case"? Must have been very funny, as the audience laughed so loud and long, we did not hear it. If you like "screwball" comedy, see this one.

Harry Cohn & Company, Columbia to you, has one of the top money-makers of the current season in Howard Hawks' "Only Angels Have Wings", a picture that has everything. A great big "hand" to Mr. Hawks, Cary Grant, Jean Arthur and Jules Furthman's excellent screenplay.

STR will be six years old in two weeks . . . young in age but old in experience, when you consider that Editor "Chick" has been an active member of the industry for the past thirty years. We can still remember him as Uncle Carl Laemmle's first office boy at the old IMP studio. Many happy returns.



Producer and Star

CHARLES R. ROGERS, *Paramount producer of "The Star Maker," chats on the set of the new picture with* LOUISE CAMPBELL, *one of the "Golden Circle" players.* BING CROSBY, LINDA WARE *and* NED SPARKS *are also featured in the comedy which is based on the life of* GUS EDWARDS

Ida Lupino Gets Feminine Lead in Para's "Light That Failed"

IDA LUPINO has been signed by Paramount for one of the two principal feminine roles opposite RONALD COLMAN in "The Light That Failed", WILLIAM A. WELLMAN'S production of th great novel by RUDYARD KIPLING. Miss LUPINO, at present on a vacation in New York with her husband, LOUIS HAYWARD, will prepare for the role immediately upon her return to Hollywood.

With WELLMAN directing, COLMAN as the star, and a super-budget to give full play to their talents, this is one of the richest plums that Paramount has to offer an actress this year.

Present plans call for the production to start the latter part of next month.

Victor Fleming and Sam Wood to Continue Co-Directors of "Wind"

DAVID O. SELZNICK has announced that both VICTOR FLEMING and SAM WOOD will work on "Gone With the Wind", shooting simultaneously on two top units. WOOD picked up the directorial assignment two weeks ago when FLEMING had to retire due to ill health.

FLEMING is expected to report back to the studio this week, and his return will expedite completion of the picture. He will familiarize himself with the work that has been done by WOOD in the past two weeks, after which both directors will function with separate units.

New Legal Cash Award Contest

E. L. ALPERSON and C. C. EZELL have organized the Contestnite Corporation for the purpose of producing and distributing novelty musical short subjects in connection with a new legal cash award contest known as "You Title the Song" contest. Each subject will be a miniature motion picture production running approximately 350 feet in length and will contain a new, untitled, unpublished song. Contestnite will be distributed through franchise holders.

Gene Towne Joins RKO

GEORGE SCHAEFER, president of RKO, concluded a deal which will bring GENE TOWNE, noted screen author, to the studio as an independent producer. Terms of the deal call for TOWNE to produce four pictures yearly, with actual preparation on his first film slated to start immediately. GRAHAM BAKER, former First National production head and TOWNE'S writing partner for the past five years, will continue his association as vice-president.

Production Booms at Columbia

With six features in the editing rooms and five productions now being filmed, Columbia is preparing to start five additional pictures during the current month. This peak of activity has taxed to capacity the sound stages of both the Gower and Melrose Avenue plants, with many of the units utilizing the Columbia ranch in San Fernando Valley. In production are "Mr. Smith Goes to Washington," "Golden Boy," "Good Girls go to Paris," "Coast Guard" and "Parents on Trial."

"Cavalcade" in Technicolor

The $2,000,000 production of "Hollywood Cavalcade," the cinema capital's first historical film of the silent era of motion pictures, will be made in Technicolor, DARRYL F. ZANUCK, 20th Century-Fox production chief announced. The production will co-star DON AMECHE and ALICE FAYE under the direction of IRVING CUMMINGS and the associate producership of HARRY JOE BROWN and MACK SENNETT. SENNETT will also serve as technical adviser.



Taking Bows

DAVID LOEW *and* SOL LESSER, *two of the new United Artists producers, take a bow at the recent convention in Hollywood. In the background is* LYNN FARNOL, *United Artists director of advertising and publicity.*

All-Male Cast in RKO's "Bad Lands" to Spend Three Weeks on Location

Featuring a cast of well-known character players, conspicuous by the absence of actresses, the "Bad Lands" company left the RKO studios this week for the rugged mountains near Victorville, Calif., to spend three weeks on location.

Included in the cast are NOAH BEERY, JR., BOB BARRAT, DOUGLAS WALTON, ANDY CLYDE, BIG BOY WILLIAMS, FRANCIS FORD, PAUL HURST, STANLEY RIDGES and FRANCIS MACDONALD. ROBERT SISK is producing with LEW LANDERS directing from the screenplay by CLARENCE UPSON YOUNG, based on a dramatic episode of the old West in 1875.

U. S. Navy Okay's "Thunder"

Approval of the United States Navy Department in Washington has been given the filming of MGM's "Thunder Afloat." A location unit to film submarine battle scenes on the Atlantic Coast left last week by plane for Annapolis to meet Commander HARVEY HAISLIP. Studio scenes are scheduled to start in a few days under the direction of GEORGE SEITZ, with WALLACE BEERY and ROBERT YOUNG in the leading roles.



Music Hath Charms . . .

A JOHANN STRAUSS *symphony carries* HEDY LAMARR'S *thoughts back to her native Vienna in this off-stage study with* ROBERT TAYLOR *between scenes for MGM's "Lady of the Tropics," produced by* SAM ZIMBALIST *and directed by* JACK CONWAY.

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

IN THE SHORT SHOPS

Paramount

A new short, "Tempo of Tomorrow" featuring Richard Himber and his orchestra with vocalists Stuart Allen and Patricia Gilmore, has been completed at the Eastern Service Studio in Long Island under the direction of Leslie Roush. Five song numbers are offered in "Tempo of Tomorrow" which will be nationally released on June 2. They are "The Prom Waltz" by Leo Robin and Ralph Rainger; "Listen To My Heart" by Lanny Ross, Al Neiburg and Abner Silver; "Alone At The Station" by Richard Himber and Naomi Shaw and two instrumental numbers "It Isn't Fair" and "Gettin' Off" by Vee Lawnhurst.

Vitaphone

Shooting will start next week on "Ride, Ranger, Ride," a Technicolor short which will be directed by Noel Smith with the leading role being handled by Dennis Morgan.

"The First Commandment," first of a series based upon the Ten Commandments, will go before the cameras about May 22. William McGann will probably direct.

Universal

Walter Lantz has signed Willy Pogany, world famous artist, to take charge of the special backgrounds for the cartoons which will now be made in color. Pogany will also create some new characters to join the stock company which will feature Andy Panda.

"Life Begins For Andy Panda," first of the series being made by Walter Lantz, will be completed next week.

MGM

In an effort to focus further attention on shorts, a plan has been announced to create a special "junior" lion trademark which will replace the celebrated Leo in introducing all short releases next season. Designed to aid exhibitors in establishing a separate advertising identity for shorts, the junior lion, in addition to his screen appearances, will be featured in various phases of promotional campaigns to awaken interest in shorts as a possible substitute for double features.

An expose of mail order defrauding began, as the sixth edition of John Nesbitt's Passing Parade, tentatively titled, "Penny-Ante Racketeers," went into production In the short, Commentator Nesbitt bares three powerful rackets which annually fleece the American public of thousands of dollars. They are, in addition to mail fraud, the fire insurance graft and the orphan adoption racket. Basil Wrangel is directing the film which features Nestor Piava, Jack Perrin and Jack Fife. Jack Chertok is producing.

Columbia

One of the many authentic touches in "The Story of Elias Howe," first of the "Fools Who Made History" series, will be an exact working duplicate of the invention with which Howe changed the course of history: his 1846 model sewing machine. The machine has been patiently reconstructed after many weeks of work from drawings and data in the possession of the Smithsonian Institute, Washington, D. C. Production of the Howe one-reel subject will begin in a few days. Jan LeMan will direct from a script of his own writing, and Hugh McCollum will supervise the production.

"Man-Made Island" is the final title of a Tours one-reel subject recently filmed on Treasure Island, site of the San Francisco World's Fair. The reel, entirely in Cinecolor, was produced by Hugh McCollum, who visited the fair accompanied by Arthur Seid, cutter, and Frank Good, in charge of the Cinecolor camera crew

RKO

The return of the folk dance to America will be shown in a new Pathe Reelism. As yet untitled, it will be released to theatres late this month. Four group dances will be demonstrated before the cameras by the Arthur Murray dancers. In line with the current terpsichorean craze, the dances will all be swing versions of more ancient tunes A jazz arrangement of Ignace Paderewski's Minuet in G will give the dancers an opportunity to show what they can do with a classic melody.

Pathe cameras will be set up in June at the St. Louis Zoo, where the barless cages and trained animals will be filmed for a Reelism to be released this summer. The behind-the-scenes operation of the animal business will be shown, from the planning of the surroundings (so the captives may feel at home), to the importation of special foods for the foreign animals. No bars separate Zoo visitors from the big jungle cats; they look at one another across a moat carefully planned to be too wide for animals—or injudicious persons—to jump across. The only visible obstructions are occasional barbed-wire barricades, put there to keep dogs from annoying the animals, and not animals from annoying the spectators. At St. Louis many of the animals are led around the zoo on leashes, to keep them tame and friendly. Baby humans may be seen making friends with baby camels contributing to the education of each.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning May 20)

ASTOR—Profit Without Honor (MGM).

CAPITOL—Thugs With Dirty Muggs (Vita.); Picturesque Udipur (MGM); Radio Hams (MGM).

CRITERION—Wanted No Master (MGM); Lone Ranger Rides Again No. 14 (Rep.) rev. 2-18-39.

GLOBE—Saved By The Bell (Col.).

RIVOLI—Donald's Lucky Day (RKO) rev. 10-22-38.

ROXY—Inside Baseball (20th-Fox); Their Last Bean (20th-Fox) rev. 5-6-39.

STRAND—Daffy Duck and the Dinosaur (Vita.) rev. 3-25-39; Dean of the Pasteboards (Vita.) rev. this issue.

CHICAGO LOOP

(Week Ending May 20)

APOLLO—Seeing Spots (Vita.); Daffy Duck and the Dinosaur (Vita.) rev. 3-25-39; Glimpses of Australia (MGM).

GARRICK—Crawford at Home (Vita.); Pictorial No. 9 (Para.) rev. 5-6-39; Cousin Wilbur (MGM).

ROOSEVELT—Muscle Maulers (20th-Fox) rev. 4-29-39; Thugs With Dirty Muggs (Vita.).

UNITED ARTISTS—Aladdin and His Wonderful Lamp (Para.) rev. 4-29-39; Diamond Dust (Para.); Paramount Presents Hoagy Carmichael.

. . NEWSREEL SYNOPSES . .

(Released Saturday, May 20)

PARAMOUNT (No. 83)—Test surplus food stamp plan at Rochester, N. Y.; Man in iron lung sails for France; New forest fire-fighting apparatus; Strike situation in Harlan, Ky.; Canada hails British Royalty (being shipped separately to all points); Log drive in Oregon.

MOVIETONE (Vol. 21, No. 72)—Canada hails British Royalty; Strike situation in Harlan, Ky.; New forest fire-fighting apparatus; General Motors' Futurama exhibit at World's Fair; Latest cotton fashions; Bicycle racing; La Crosse games at Philadelphia; New Zealand natives in boat race; Wellesley mermaids perform in pool.

NEWS OF THE DAY (Vol. 10, No. 268)—Canada hails British Royalty; Strike situation in Harlan, Ky.; Atlantic fleet leaves New York; Log drive in Oregon; Man in iron lung sails for France: Irish football game in New York; Wellesley mermaids perform in pool.

PATHE (Vol. 10, No. 87)—Canada hails British Royalty; Strike situation in Harlan, Ky.; New pipe demonstrated in New York; Test surplus food stamp plan at Rochester, N. Y.; Log drive in Idaho; Irish football game in New York.

UNIVERSAL (Vol. 11, No. 772)—Canada hails British Royalty: Strike situation in Harlan, Ky.; Fight cricket plague in Washington; Log drive in Oregon; Highways and horizons in New York; Wellesley mermaids perform in pool; Milkmaid contest in Kansas: Army motorcycle aces perform in England; Pursuit planes in test in Michigan.

(Released Wednesday, May 17)

PARAMOUNT (No. 82)—Persia fetes royal newlyweds; Italy creates new provinces in Africa; Eucharistic Congress in French Algeria; Tulip Time festival at Holland, Mich.; Barbara Stanwyck and Robert Taylor wed; Dr. Frank Buchman speaks at Moral Rearmament gathering in New York; Pacific fleet comes home; British royalty on way to Canada; Challedon wins Pimlico Preakness.

MOVIETONE (Vol. 21, No. 71)—British royalty on way to Canada; Grain elevators burn in Chicago; Scenes along Polish Corridor; Coal strike settled; Mrs. Elias Compton chosen typical American Mother of 1939; Styles in modern prints for smart wear; Lew Lehr and his fishy problem; Challedon wins Pimlico Preakness; Pennsylvanians shoot the rapids in rubber-bottom boats; International Golden Gloves bouts at Chicago; Olympic champs in fancy diving exhibition at World's Fair Aquacade.

NEWS OF THE DAY (Vol. 10, No. 269)—Grain elevators burn in Chicago; British royalty starts grand tour; Poland answers Nazis on Danzig; Barbara Stanwyck and Robert Taylor wed; Persia fetes royal newlyweds (except Memphis, New Orleans, Atlanta, San Francisco, Los Angeles, Detroit and Milwaukee); Beards bloom for Sacramento fiesta (Los Angeles and San Francisco only); Tulip Time festival at Holland, Mich. (Detroit and Milwaukee only); Cotton festival at Memphis, Tenn. (Atlanta, Memphis and New Orleans only); Diving champs perform at World's Fair (except Chicago and New York); Europe wins Golden Glove bouts (Chicago and New York only); Challedon wins Pimlico Preakness.

PATHE (Vol. 10, No. 86)—Grain elevators burn in Chicago; George Palmer Putnam kidnapped after Nazi threats; Coal strike settled; Persia fetes royal newlyweds; Algeria holds Eucharistic Congress; Mrs. Elias Compton chosen typical American Mother of 1939; Polish unity backs stand on Corridor; Challedon wins Pimlico Preakness.

UNIVERSAL (Vol. 11, No. 71)—British royalty sails for Canada; 8 die in Chicago grain elevator fire; Celebrate French Revolution at Versailles, France; De Valera aide arrives in U. S. (exclusive); Algeria holds Eucharistic Congress; Persia fetes royal newlyweds; Tulip Time festival at Holland, Mich.; Divers show form at World's Fair Aquacade; Challedon wins Pimlico Preakness.

Short Subject Reviews

THE OREGON TRAIL

Univ. Serial *Thrills & Injuns*

First 3 Chaps., 21 mins. each; 12 others.

Comment: Take Johnny Mack Brown. Put him in a serial as a daring Indian scout. Add some wagon trains, a pretty heroine like Louise Stanley, ruthless villains like James Blaine and Jack C. Smith. Then throw in at least a hundred million Indians, and you have a lively, action-packed chapter play that even the adults will enjoy. Of course, the more intellectual souls who happen in will marvel at the superior quality of Louise Stanley's dress—it resists water, fire and other ravages and yet looks as fresh and clean at the end of the third episode as it did when the serial started. Many of the scenes in which the Indians appear look as though they had been clipped from old films —from an old Universal serial, "The Indians are Coming," for instance. Briefly, the serial deals with the efforts of fur syndicate racketeers in Oregon to prevent settlers from reaching Oregon and thus sharing in the fur industry. They'll be thwarted on every side, but by chapter 15—or perhaps before—they'll get there—you can bet on that. If your patrons like serials, they'll surely take this one in their stride. Except for a few inconsistencies, which the average fan won't notice, it's thrilling, exciting stuff well done. Henry MacRae produced, and Ford Beebee and Saul Goodkind directed.

Exploitation: Give your opening a strong advertising campaign. There will probably be several ads with action as their keynote for your use. Use plenty of posters, and distribute circus heralds. Use an old covered wagon, if possible, or an auto made up to resemble one, for street ballyhoo.

DEAN OF THE PASTEBOARDS

Prod. No. 4910 *Informative*

Vita. Vitaphone Variety No. 10 10 mins.

Comment: Invited to speak before several students who have been involved in a nearby gambling house, Luis Zingone demonstrates to them the various tricks of card sharps. He also reveals the secret of the old shell game. Audiences will find themselves fascinated by Zingone's deft handling of the cards. The subject is informative, and should put folk prone to gamble on their guard. Lloyd French directed.

Exploitation: Perhaps there are card tricksters in your community who would like to do their stuff either in your lobby or foyer or on the stage. Tie up with drug, department stores and other shops selling playing cards.

IT'S THE M'COY

Prod. No. 4712 *Sweet & Hot*

Vita. Melody Master No. 12 10 mins.

Comment: In the first half, Clyde McCoy and his orchestra dispense sweet music in a night club setting. Then, influenced by a crowd of young jitterbugs, the sweet music gives way to hot and fast rhythms while the dancers go through all sorts of contortions and gyrations. Opinions of audiences will be divided as to just which half they like best. On the whole, it's entertaining. Joseph Henabery directed.

Exploitation: Tie up with music shops and the music departments of 5 & 10c stores on displays of Clyde McCoy's recordings. Offer a prize to the local trumpeter who can best imitate McCoy in the band master's rendition of "Sugar Blues."

THE POINTER

Prod. No. 94,118 (Tech.) Very Funny

RKO-Radio Disney Cartoon No. 18 8 mins.

Comment: Mickey is trying in vain to teach Pluto to be a good hunting dog. He thinks he finally has taught Pluto the idea but while Pluto goes off on a wrong scent, unknowingly Mickey disturbs a bear. The bear follows for some time and Mickey thinking it is Pluto following is blissfully ignorant. The climax comes when Mickey escapes from the bear and Pluto finally comes to a point when he sees the can of beans which Mickey had discarded because he thought he'd catch a quail. Little Mickey is still a favorite and when Donald Duck doesn't steal the picture from him he can still be a big drawing card. This one without benefit of Donald is very funny.

Exploitation: Tie up with some grocer on the angle "Take a can of beans along in case . . ." Also tie up with stores selling hunting equipment. Don't forget to put a big standee of Mickey Mouse in your lobby and a small cut of him in all your ads.

DONALD'S COUSIN GUS

Prod. No. 94,113 (Tech.) Excellent

RKO-Radio Disney Cartoon No. 13 7 mins.

Comment: Donald Duck is about to eat a hearty meal when his cousin Gus Goose appears to visit him. Gus is a hearty eater and in less time than it takes to tell Gus has eaten the meal. But the methods he uses are extraordinary to say the least. Whipping a pair of knitting needles out of his pocket he whisks them around a few times and suddenly the bowl of spaghetti is in the shape of a sock which he pops into his mouth. Similarly peas disappear by means of a suction tube. Donald finally resorts to some very funny strategy to induce Gus to leave.

Exploitation: If you can get a still of the repast which Gus consumes put it up in a grocer's window. It makes an appetizing looking meal and the grocer can advertise that it's so good his customers will want to linger over it if they buy the ingredients from him. Put a big standee of Donald Duck in your lobby.

VOODOO FIRES

Prod. No. 4309 *Satisfactory*

Vita. True Adventures No. 9 12 mins.

Comment: Floyd Gibbons relates the adventure of the Indianapolis man, Robert Taylor (no, not the movie star) who while stationed as overseer of a sugar plantation in the tropics learned too much about voodooism for his own good. He was marked for death, escaped by a miracle when he left his cabin through a trap door, and literally rose from the dead as he made his way out of a grass-covered door in the midst of the voodooists. The voodooists were scared (who wouldn't be?) and Taylor escaped. The reel concludes with Gibbons presenting him a check for his true adventure. Although this subject is satisfactory, it doesn't possess the intriguing, gripping situations that made others in this series outstanding. Joseph Henabery directed.

Exploitation: Conduct a search for people in your community who have had some experiences in voodooism and get them to relate them either over the radio or in a series of short feature articles. Appeal for other true adventures to be forwarded to Floyd Gibbons for his consideration.

THE MARCH OF FREEDOM

Special *1939-40* *Well Done*

Univ. 21 mins.

Comment: This is a difficult subject to review. One realizes the purpose behind it is to show our love for Democracy, and the hazards Democracy faces in the world today. But good as it is, it smacks strongly of propaganda, and some folk object to propaganda on the screen. The subject begins with Washington at Valley Forge, the Constitution and Bill of Rights, continues through the World War up to the menace of Communism, Fascism and Naziism. Some of the scenes of war in Spain and the Far East are horrible enough to turn anyone against war. Concluding, it shows the U. S. as still a free country, with its inhabitants living as they please—enjoying complete freedom. The compilation of newsreel shots has been assembled with great care, and the subject is extremely interesting. But its reception is somewhat problematical. For us, it made us even more appreciative of the freedom of this country of ours. Consider the types of patronage you cater to before booking it. Better still, screen it. Graham McNamee is the narrator, and Joseph O'Brien and Thomas Mead were the producers.

Exploitation: Get the support of patriotic organizations. Invite your newspaper editor, for here is certainly something to furnish him with excellent editorial material. Give it extra space in your ads. All this, of course, if you feel the subject will be approved—as it should—by your patrons.

THE HOCKEY CHAMP

Prod. No. 94,112 (Tech.) A Howl

RKO-Radio Disney Cartoon No. 12 7 mins.

Comment: Donald Duck takes up ice skating in a big way. He even goes so far as to imitate Sonja Henie which he does to perfection. That scene alone is a howl. But Donald's three famous nephews, Huey, Dewey and Louie are playing hockey so Donald is forced to show them that he is the hockey champ. The hockey game that follows with Donald playing blindfolded is like no other hockey game you've ever seen before. This subject is one of the funniest Disneys we've seen and that's saying a lot.

Exploitation: Display skates and hockey sticks in the lobby. A burlesque story about the hockey game on the sports page would be a good bet. Use a standee of Donald in the lobby.

DONALD'S PENGUIN

Prod. No. 94,114 (Tech.) Swell

RKO-Radio Disney Cartoon No. 17 8 mins.

Comment: Remember the sad little penguin from "Polar Trappers." Admiral Bird presents him to Donald. Well, the little penguin is as sad as always. First he meanders around and looks doleful and then he swallows Donald's goldfish. When Donald starts looking for him with a tempting fish in his hand, he grabs the fish. Finally, unable to stand it any longer Donald decides to shoot him but the sad little penguin overwhelms him and Donald embraces him for the fadeout. This one is just as funny as the "Polar Trappers" if not funnier.

Exploitation: Put a display of goldfish in the lobby with a sign next to it reading, "See how Donald taught the penguin not to eat goldfish." You might tie this up with the current goldfish eating contests.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

TORCHY—DEAD OR ALIVE

WB **Drama** **Not Set**

Selling Names: Jane Wyman, Tom Kennedy, Allen Jenkins.
Director: Noel Smith.
Assoc. Producer: Bryan Foy.
Story Idea: Jane Wyman is arrested for speeding and meets Sheila Bromley in jail. Sheila is Eddie Marr's girl-friend and the police have offered a large reward for his capture. Jane saves Sheila's life when a crazed woman attacks her with a knife and so wins her confidence—getting a scoop for her paper and a bandit for the police.
Catchline: "Torchy plots a jail-break."

INSIDE INFORMATION

Univ **Drama** **June 2**

Selling Names: Dick Foran, June Lang, Harry Carey, Addison Richards.
Director: Charles Lamot.
Producer: Irving Starr.
Story Idea: Dick Foran, a rookie cop, is suspended from the force by Harry Carey, because Carey, a strong-arm, hard-bitten cop, is scornful of Foran's new scientific methods. But when Foran brings in the head of a gang of jewel thieves. Carey reinstates him and gives his consent to Foran's marriage to his niece, June Lang.
Catchline: "A rookie cop who copped the crooks."

NIGHT WORK

Para **Comedy** **Aug. 4**

Selling Names: Charlie Ruggles, Mary Boland, Donald O'Connor Billy Lee.
Director: George Archainbaud.
Assoc. Producer: William H. Wright.
Story Idea: Mary Boland and Charlie Ruggles are the Fitch family with Joyce Mathews, as their daughter and John Hartley, as her boy friend. To prove his worth, so that he may adopt Donald O'Connor and Billy Lee, Ruggles, the manager of an apartment house, overcomes his timidity and saves Billy's life.
Catchline: "Timid . . . he became a steeplejack to save a child's life."

RULER OF THE SEAS

Para **Drama** **Not set**

Selling Names: Douglas Fairbanks, Jr., Margaret Lockwood, Will Fyffe.
Producer and Director: Frank Lloyd.
Story Idea: Douglas Fairbanks, Jr., helps Will Fyffe build the first engine used for the first crossing of the Atlantic by steam power. Fyffe has every known setback, but he finally proves the worth of his invention. He sacrifices his life doing it, leaving Fairbanks and Margaret Lockwood, his daughter, to find happiness together.
Catchline: "Historical epic of the first Atlantic crossing by steam power."

IN OLD CALIFORNIA

Univ **Drama** **Not Set**

Selling Names: Richard Arlen, Andy Devine, Constance Moore, Noah Beery.
Director: Christy Cabanne.
Assoc. Producer: Ben Pivar.
Story Idea: Richard Arlen is sent to investigate the slave-running between the Hawaiian Islands and California in 1840. He stows away aboard Noah Beery's ship "Black Hawk" and finds two hundred half-starved slaves in the hold. With Andy Devine's help, he leads the slaves and sailors in mutiny and when the ship reaches the coast, brings Beery in in chains.
Catchline: "Contested California raises the American flag for the first time."

The Box Office Slant

Racketeers of the Range

(Continued from page 9)

think that will eliminate all the inconsistencies. The way these fellows start up trains without knowing if another train is coming the other way and the way they race and beat trains is a real caution. You've never seen the like of it. But it isn't as hokey as lots of Westerns and it will certainly please the action loving crowd, for it doesn't stand still a minute. Sell it in the usual Western style with ten gallon hats, lariats, and other cowboy equipment in the lobby and a mounted cowboy riding through the streets for a ballyhoo.

Catchline: "A rip-roaring adventure of the West of today." **(FAMILY)**

Gracie Allen Murder Case

(Hollywood Preview)

Para. Mystery-Comedy 75 mins.

Gracie Allen At Her "Graciest" Is Swell Entertainment; Should Do Good Business

(National Release Date, June 2)

Cast: Gracie Allen, Warren William, Ellen Drew, Kent Taylor, Jed Prouty, Jerome Cowan, Donald MacBride, H. B. Warner, William Demarest, Horace MacMahon and others. Based on the novel by S. S. Van Dine. Screenplay by Nat Perrin. Directed by Alfred E. Green. Produced by George Arthur.

Plot: Gracie Allen tries to help Warren William solve the mystery of two murders, both victims having been killed by a mysterious drug. Kent Taylor, a tester in a perfume factory, is held for the murders, because of Gracie's silly remarks and even William, the detective, becomes a suspect because of her help. A poisoned cigarette, which had been thrown into Gracie's lap, while at a picnic, becomes the important clue, which Gracie in her zany manner withholds as a souvenir until it almost kills William—but everything is straightened out in time and the villain is captured in spite of Gracie's help.

SUMMARY: What a thrill this picture will be for the many Gracie Allen fans, because here's a Gracie at her "Graciest". Even those who don't particularly care for her type of antics, will be forced to enjoy this screwball comedy with a swell mystery angle. It is riotous with laughs and many hilarious situations which have been skilfully timed and well directed by Alfred E. Green. Gracie will unquestionably increase her large following with her swell trouping and Warren William, Ellen Drew, William Demarest all fit in well with the plot and handle their roles effectively. George Arthur's production is a creditable job with an eye toward entertainment values. Run a "perfect screwball contest" with newspaper cooperation, and offer free tickets to the "zaniest" remarks credited to Gracie Allen. Make use of her tremendous radio following and arrange a plug for the picture in advance of her Friday night radio program.

OUTSTANDING: Gracie Allen and Alfred E. Green's direction.

Catchline: "Gracie solves a murder . . . in spite of herself." **(FAMILY)**

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BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book containing every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Everything is Rhythm (Mu)		Harry Roy & Band		2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien			Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan			Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon			Reissued
Monster Walks (My-D)	60	Mischa Auer			Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess			Reissued
Rain (D)	85	J. Crawford-W. Huston			Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister			Reissued
Sky Devils (C-D)	88	Spencer Tracy			Reissued
Street Scene (D)	79	Sylvia Sidney			Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire			Reissued
Tombstone Canyon (W)	67	Bob Burns			Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff			Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued

COLUMBIA

1937-38

City Streets (D)	68	Fellows-Carrillo	(F)	7/1/38	b6/25/38
Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Pioneer Trail (W)	55	Luden-Barclay		7/15/38	a5/14/38
Reformatory (D)	61	Jack Holt-Wynters	(F)	7/21/38	b7/2/38
South of Arizona (W)	56	Starrett-Meredith	(F)	7/28/38	b10/8/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Arizona Cowboy (W)		Charles Starrett-Iris Meredith		5/25/39	a5/6/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Coast Guard		Scott-Bellamy-Dee			In Prod.
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W)	54	Bill Elliott-Luana de Alcaniz (Former title, "California Cavalcade")		1/19/39	a11/19/38
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris		Joan Blondell-Melvyn Douglas		6/30/39	In Prod.
Hidden Power		Jack Holt-Gertrude Michael			In Prod.
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Man From Sundown (D)		Chas. Starrett-Iris Meredith			In Prod.
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
Mounted Police No. 2		Chas. Starrett-Iris Meredith			In Prod.
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)	64	Chas. Starrett-Linda Winters (Former title, "Mounted Police")		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Parents on Trial		Jean Parker-Johnny Downs			In Prod.
Rio Grande (W)	59	Chas. Starrett-Ann Doran (Former title, "North of Texas")		12/8/38	a10/1/38
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39	b4/29/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith (Former title, "The Oklahoma Trail")		4/27/39	a3/18/39
Strange Case of Dr. Meade (D)	65	Jack Holt-Beverly Roberts (Reviewed as "Outside the Law")	(F)	12/15/38	b10/29/38
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is a Judge		Frieda Inescort			In Prod.
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

1939-40

Mr. Smith Goes to Washington		Jean Arthur-James Stewart			In Prod.

GAUMONT BRITISH 1938-39 (Dist. by 20th-Fox)

Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D)	78	Tauber-Duna (Reviewed as "A Clown Must Laugh")	(A)		b10/15/38
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D)	72	Lodge-Lockwood (Reviewed as "Illegal Holiday")	(A)	7/1/38	b2/12/38
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38
Ware Case		Clive Brook-Jane Baxter			In Prod.

GRAND NATIONAL 1937-38

Dangerous Secrets (D)	70	P. Lukas-L. Travers (Reviewed as "Brief Ecstasy")	(A)	8/19/38	b8/28/37
High Command (D)	59	L. Atwill-L. Mannheim	(A)	7/15/38	b7/30/38
I Married a Spy (D)	59	N. Hamilton-B. Horney	(A)	7/1/38	b7/30/38
King of the Sierras (AD)	57	Rex—Sheik, the wonder horse		8/28/38	Not Rev.
Renfrew of the Great White Trail (D)		Newell-Walker		7/22/38	a6/18/38
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38

GRAND NATIONAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F)	11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull		1/20/39	a12/31/38
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	5/27/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F)	10/21/38	b9/17/38
Lady Takes a Chance (D) (Former title, "Everything Happens to Ann")		Heather Angel-John King			a3/4/39
Long Shot (D)	69	Marsha Hunt	(F)	1/6/39	b12/31/38
Miracle of Main Street		Margo			In Prod.
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	5/20/39	b2/25/39
Renfrew Saves a Lady		James Newell		2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F)	1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F)	10/14/38	b9/17/38
Singing Cowgirl	57	Dorothy Page-David O'Brien (Former Title "Lady Buckaroo")		5/31/39	a11/19/38
Six-Gun Rhythm (W)	57	Tex Fletcher-Joan Barclay	(F)	5/13/39	b2/18/39
Sunset Murder Case (D)	57	Sally Rand (Former title, "Murder on Sunset Boulevard")			a8/20/38
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F)	10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F)	1/13/39	b1/14/39
Water Rustlers (W)	56	Dorothy Page-David O'Brien (Former title, "The Last Barrier")		1/6/39	a11/19/38

MGM

1937-38

Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Chaser (C)	75	O'Keefe-Stone-Pendleton	(F)	7/29/38	b7/30/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Fast Company (My-D)	75	M. Douglas-F. Rice	(F)	7/8/38	b7/2/38
Love Finds Andy Hardy (C-D)	92	Stone-Rooney-Garland	(F)	7/22/38	b7/16/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Port of Seven Seas (D)	81	Beery-O'Sullivan	(A)	7/1/38	b4/2/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38
Shopworn Angel (D)	87	M. Sullavan-J. Stewart	(F)	7/15/38	b7/2/38

1938-39

Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (D)		Mickey Rooney-Lewis Stone			a4/29/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C) (Former title, "Maiden Voyage")		Rob't Young-Billie Burke		5/26/39	a3/4/39
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10/38
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)		b5/20/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics		Hedy Lamarr-Rob't Taylor			In Prod.
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maizie Was a Lady (D)		Rob't Young-Ann Sothern		6/23/39	a4/29/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies (D)		Walter Pidgeon-Rita Johnson		6/9/39	a4/29/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Stronger Than Desire		Virginia Bruce-Walter Pidgeon		6/30/39	In Prod.
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan Finds a Son (D)		Weissmuller-O'Sullivan		6/16/39	a2/18/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

1939-40

Babes in Arms		Mickey Rooney-Judy Garland			In Prod.
Balalaika		Nelson Eddy-Ilona Massey			In Prod.
Blackmail		E. G. Robinson-Nat Pendleton			In Prod.
Gone With the Wind		Gable-Leigh-Howard (Tech.)			In Prod.
On Borrowed Time (D)		Lionel Barrymore-Beulah Bondi			a4/29/39
Thunder Afloat		Wallace Beery-Robert Young			In Prod.
Wizard of Oz (Tech.)		Judy Garland-Frank Morgan			a11/12/38
Women, The (D)		Shearer-Crawford-Russell			In Prod.

MONOGRAM

1937-38

Man's Country (W)	53	Jack Randall	(F)	7/6/38	b8/6/38
Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38

1938-39

Across the Plains (W)		Jack Randall-Joyce Bryant		6/1/39	a4/29/39
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Drifting Westward (W)		Jack Randall-Ethel Duran (Former title, "Santa Fe Bound")		1/25/39	a1/7/39
Down the Wyoming Trail (W)		Tex Ritter		5/18/39	a4/22/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Girl From Nowhere (D)		Anne Nagel-Warren Hull		6/16/39	a5/6/39
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)		John Carroll-Movita		5/8/39	a4/8/39

PARAMOUNT 1937-38

Booloo (D)	60	C. Tapley-S. Asmara	(F)	7/22/38	b7/23/38
Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Professor Beware (C)	90	H. Lloyd-P. Welch	(F)	7/15/38	b7/16/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38
Tropic Holiday (Mu-C)	75	Lamour-B. Burns-Raye	(F)	7/1/38	b7/2/38

1938-39

Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester (Reviewed as "Vessel of Wrath")	(A)	3/10/39	b3/12/38
Bulldog Drummond's Bride (D) (Former title, "Mr. & Mrs. Bulldog Drummond")		John Howard-Heather Angel		7/28/39	a3/25/39
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)		John Howard-Gail Patrick		6/23/39	a2/18/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men		Anna May Wong-A. Quinn		6/30/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)		Jack Benny-Dorothy Lamour		7/7/39	a2/4/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		7/14/39	a4/8/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker (Mu-C)		Bing Crosby-Louise Campbell		8/25/39	a5/6/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Undercover Doctor (My) (Former title, "Federal Offense")		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D) (Former title, "Me and My Gal")		Buck Jones-Helen Twelvetrees		5/26/39	a12/31/38
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

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Are Husbands Necessary?		F. MacMurray-Madeleine Carroll		In Prod.
Beau Geste (D)		Gary Cooper-Ray Milland		a3/4/39
Cat and the Canary (My-D)		Bob Hope-Paulette Goddard		a4/22/39
Disputed Passage (D)		Dorothy Lamour-Akim Tamiroff		a5/13/39
Double-Dyed Deceiver		Tito Guizar-June Clayton		In Prod.
Geronimo (D)		Preston Foster-Ellen Drew		a4/8/38
Gulliver's Travels		Tech. Cartoon Feature		In Prod.
Heaven On a Shoestring		Pat O'Brien-Olympe Bradna		In Prod.
Lawful Outlaws		Wm. Boyd		In Prod.
Night Work (C)		Mary Boland-Charlie Ruggles		a5/20/39
Our Leading Citizen		Bob Burns-Susan Hayward		In Prod.
Ruler of the Seas (D)		Fairbanks, Jr.—Lockwood		a5/20/39
St. Martin's Lane (D)	80	Laughton-Leigh	(F)	b7/9/38
What a Life (C)		Jackie Cooper-Betty Field		a4/8/39

R.K.O.-RADIO 1937-38

Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Crime Ring (D)	70	Lane-Mercer	(F)	7/8/38	b7/2/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Having Wonderful Time (C)	70	G. Rogers-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
I'm From the City (C)	70	Joe Penner	(F)	7/22/38	b7/30/38
Mother Carey's Chickens (D)	82	R. Keeler-A. Shirley	(F)	7/29/38	b7/30/38
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Sky Giant (D)	80	R. Dix-C. Morris	(F)	7/29/38	b7/23/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

R.K.O.-RADIO 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Bad Lands		N. Beery, Jr.-G. Williams			In Prod.
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)		Alice Eden-John Archer			a5/6/39
Five Came Back (D)		Chester Morris-Wendy Barrie		6/2/39	a4/22/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/38
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl and the Gambler (D) (Former title, "The Dove")		Steffi Duna-Leo Carillo		5/26/39	a4/22/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)		b5/20/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Little Mother (C)		Ginger Rogers-David Niven			a3/25/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Memory of Love (D)		Lombard-Grant-Francis			a5/13/39
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Racketeers of the Range (W)	64	Geo. O'Brien	(F)		b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	4/29/39
Spell Binder		Lee Tracy-Barbara Reed			In Prod.
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede		George O'Brien			In Prod.
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)		Bob Breen			a5/13/39

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Army Girl (D)	87	P. Foster-M. Evans	(F)	7/15/38	b7/23/38
Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Gold Mine in the Sky (Mu-W)	60	Autry-Hughes-Burnette	(F)	7/4/38	b7/9/38
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Irish		Phil Regan-Jean Parker			In Prod.
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)		Roy Rogers-Mary Hart			a5/13/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)		Byrd-Cabot-Ryan			a5/13/39
Mountain Rhythm (W)		Gene Autry-Smiley Burnette			a5/6/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Oklahoma Outlaw		3 Mesquiteers			In Prod.
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
SOS—Tidal Wave (D)		Ralph Byrd-Kay Sutton		6/12/39	a4/29/39
Southward Ho! (W) (Former title, "Headin' for Texas")		Roy Rogers-Mary Hart		5/19/39	a4/22/39
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)		3 Mesquiteers		5/12/39	a4/1/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Zero Hour (D) (Former title, "All the Tomorrows")		Frieda Inescort-Otto Kruger		5/27/39	a4/22/39

TWENTIETH CENTURY-FOX

1937-38

Always Goodbye (D)	70	B. Stanwyck-H. Marshall	(F)	7/1/38	b6/25/38
I'll Give a Million (C-D)	70	W. Baxter-M. Weaver	(F)	7/22/38	b7/16/38
Little Miss Broadway (C-D) (Reviewed as "Look Out, Mr. Moto")	70	Shirley Temple	(F)	7/29/38	b7/9/38
Panamint's Bad Man (W)	60	Ballew-Daw	(F)	7/8/38	b10/1/38
Passport Husband (C-D)	73	Erwin-Moore	(F)	7/15/38	b7/2/38
We're Going to Be Rich (Mu-D)	80	Gracie Fields-McLaglen-Donlevy	(F)	7/8/38	b5/14/38

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My-D)		Sidney Toler-Phyllis Brooks		6/16/39	a3/11/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Gorilla (My-D)		Ritz Bros.-Anita Louise		5/26/39	a3/11/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (My)		Stuart Erwin-Gloria Stuart		6/30/39	a5/6/39
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)		Jones Family		6/2/39	a12/24/38
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39

(Continued on next page)

TWENTIETH CENTURY-FOX (Continued)

Title	Mins.	Stars		Rel. Date	See Issue of
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
(Reviewed as "Paddy Darling")					
So This Is London (C)	70	Drayton-Hare	(A)		b2/4/39
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D)	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
(Reviewed as "Meridian 7-1212")					
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
White Lady of the Orient (D)		Alice Faye-Warner Baxter		7/7/39	a8/13/38
(Former title, "By the Dawn's Early Light")					
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)		Henry Fonda-Marjorie Weaver		6/9/39	a4/8/39

1939-40

Charlie Chan at Treasure Island		Sidney Toler-Sen Yung			In Prod.
Chicken Wagon Family		Jane Withers-Leo Carrillo			In Prod.
Escape, The (D)		Kane Richmond-Amanda Duff			In Prod.
Harmony at Home		Jean Rogers-Robert Kellard			In Prod.
Hotel For Women (D)		Elsa Maxwell-Jas. Ellison			a5/13/39
Jones Family at the Grand Canyon (D)		Jones Family			a5/13/39
Rains Came D)		Loy-Power-Brent			a5/13/39
Stanley and Livingstone (D)		S. Tracy-Greene-Kelly			a3/4/39

UNITED ARTISTS

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D)	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
(Reviewed as "Mutiny In the Mountains")					
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett			a3/25/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)		b4/29/39
Music School		Jascha Heifetz-Andrea Leeds			In Prod.
Over the Moon		Oberon-Rex Harrison (Tech.)			In Prod.
Real Glory		Gary Cooper-Andrea Leeds			In Prod.
Winter Carnival (D)		Ann Sheridan-Richard Carlson			a5/13/39

UNIVERSAL

1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Danger On the Air (My)	65	D. Woods-N. Grey	(A)	7/1/38	b7/2/38
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/5/38	b8/6/38
Little Tough Guy (D)	85	Wilcox-Parish-Dead End Kids	(F)	7/22/38	b7/16/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
Prison Break (D)	68	Farrell-MacLane	(F)	7/15/38	b7/16/38
Rage of Paris (C-D)	76	D. Darrieux-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38

1938-39

Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)		June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Inside Information (D)		June Lang-Dick Foran		6/2/39	a5/20/39
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear		Wm. Gargan-Irene Hervey		6/30/39	a4/1/39
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Modern Cinderella		Irene Dunne-Charles Boyer		8/4/39	In Prod.
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets (D)		Fairbanks, Jr.-Barbara O'Neil		5/26/39	a5/6/39
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		6/9/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

1939-40

Bright Victory		J. Cooper-Freddie Bartholomew			In Prod.
Dames		Sigrid Gurie-Donald Briggs			In Prod.
In Old California (D)		Richard Arlen-Constance Moore			a5/20/39
I Stole a Million		George Raft-Claire Trevor			In Prod.
Mikado (Mu)	90	Kenny Baker (Tech.)	(F)		b5/20/39
Old Grad (D)		Charley Grapewin-Anita Louise			a5/6/39
Underpup		Rob't Cummings-Nan Grey			In Prod.

WARNER BROS. 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Amazing Dr. Clitterhouse (C-D)	87	Robinson-Bogart-Trevor	(A)	7/30/38	b6/25/38
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Cowboy From Brooklyn (Mu)	80	D. Powell-P. Lane	(F)	7/16/38	b6/11/38
Men Are Such Fools (C-D)	69	Morris-P. Lane	(F)	7/2/38	b6/4/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
My Bill (C-D)	65	Francis-Litel	(F)	7/9/38	b6/25/38
Penrod's Double Trouble (C-D)	60	Mauch Twins-The Lockharts	(F)	7/23/38	b4/2/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38

1938-39

Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Devil On Wheels (D)		Pat O'Brien-Ann Sheridan			a3/18/39
(Former title, "The Roaring Crowd")					
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Family Affair (C)		John Garfield-Priscilla Lane			a3/4/39
(Former title, "Family Reunion")					
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Gantry the Great (D)		Edith Fellows-Jimmy McCallion			a3/25/39
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)		Lindsay-Dead End Kids			a2/18/39
Hobby Family (D)		Jane Bryan-Henry O'Neill			a5/6/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Lighthorse Harry (C)		Bert Wheeler-Marie Wilson			a4/29/39
Man Who Dared D)	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
(Reviewed as "I Am Not Afraid")					
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas		6/17/39	a3/4/39
Naughty, But Nice (C)		Dick Powell-Gale Page			a12/10/38
(Former title, "Always Leave Them Laughing")					
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson			a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/30	b1/21/39

1939-40

Battle of City Hall (D)	Dead End Kids-Reagan-Sheridan			a4/1/39
Career Man	Joel McCrea-Jeffrey Lynn			In Prod.
Dust Be My Destiny	John Garfield-Jane Bryan			In Prod.
Knight and the Lady	Davis-Flynn-deHavilland			In Prod.
Nancy Drew and Hidden Staircase	Bonita Granville-Frankie Thomas			In Prod.
Old Man Minnick (D)	Gloria Dickson-Dennis Morgan			In Prod.
Old Maid (D)	Bette Davis-George Brent			a5/6/39
Torchy—Dead or Alive	Jane Wyman-Tom Kenneky			In Prod.

STATES RIGHTS

Code of the Cactus (W)		Tim McCoy		Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Dark Sands (D)	65	Robeson-Wilcoxon-Ford	(F)	Record	b7/30/38
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Juarez and Maximilian	95	Medea Novara-L. Atwill	(F)	Torres	b4/29/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House			(A)	Jay-Dee	
(D)	57	Stone-Lee		Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	5/13/39
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Trigger Fingers (W)		Tim McCoy-Jill Martin		Victory	a5/6/39
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs		7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Good Old American Home		10½	Not Rev.
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
SPORT THRILLS (13)			
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol		11	Not Rev.
Inside the White House	Fair	11	2/11/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)
CINESCOPES (6)
COLOR RHAPSODIES (16) Tech.
COMMUNITY SINGS (10)
FABLES CARTOONS (6)
FOOLS WHO MADE HISTORY (6)
MOMENTS OF COMEDY (6)
PALS AND PETS (6)
PHANTASIES CARTOONS (10)
SCREEN SNAPSHOTS (12)
STOOGE COMEDIES (8)
WASHINGTON PARADE (6)
WORLD OF SPORTS (12)

EDUCATIONAL 1938-39

	Comment	Running Time	Reviewed Issue of
CAVALCADE OF STUFF (2)			
No. 1	Swell Stuff	10	9/10/38
No. 2	Excellent	10	9/10/38

MGM 1938-39

CARTOONS (15)			
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Money to Loan	Excellent	20	4/ 1/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried		21	Not Rev.
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Clown Princes	Funny	10	5/ 6/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia		9	Not Rev.
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary		9	Not Rev.
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

1939-40

CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIX (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineer		7	Not Rev.
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39

PARAMOUNT (continued)

	Comment	Running Time	Reviewed Issue Of
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)			
Beach Picnic	A Scream	8	Coming
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
Refugee—Today & Tomorrow	Tops	17	12/24/38
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39
Dixie—U.S.A.	Fine	19	5/13/39

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors		10	Not Rev.
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball		10	Not Rev.
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G. Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)
DRIBBLE PUSS PARADE—LEW LEHR (6)
FASHION FORECASTS (4) (Tech.)
MAGIC CARPET OF MOVIETONE (6)
SPORTS REVIEWS—THORGERSEN (6)
TERRYTOONS (26) (10 in Tech.)

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jingle, The		10	Not Rev.
Maharajah		10	Not Rev.
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallows		19	Not Rev.
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes		19	Not Rev.
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Nuts		7	Not Rev.

1939-40

CARTUNES (13) WALTER LANTZ
GOING PLACES (15)
MENTONE MUSICALS (13)
SPECIAL SUBJECT (1)
March of Freedom — Well Done — 20 — 5/20/39
STRANGER THAN FICTION (15)

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)			
Boarder Trouble		17	Not Rev.
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience		10	Not Rev.
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	Coming
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	Coming
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky and Teabiscuit	Amusing	7	Coming
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
MELODY MASTERS (Cont.)			
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever		7	Not Rev.
Believe It Or Else	Clever Satire	7	Coming
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way		10	Not Rev.
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)
COLOR PARADE (10)
LOONEY TUNES (16)
MELODY MASTERS (10)
MERRIE MELODIES (26) (Tech.)
VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

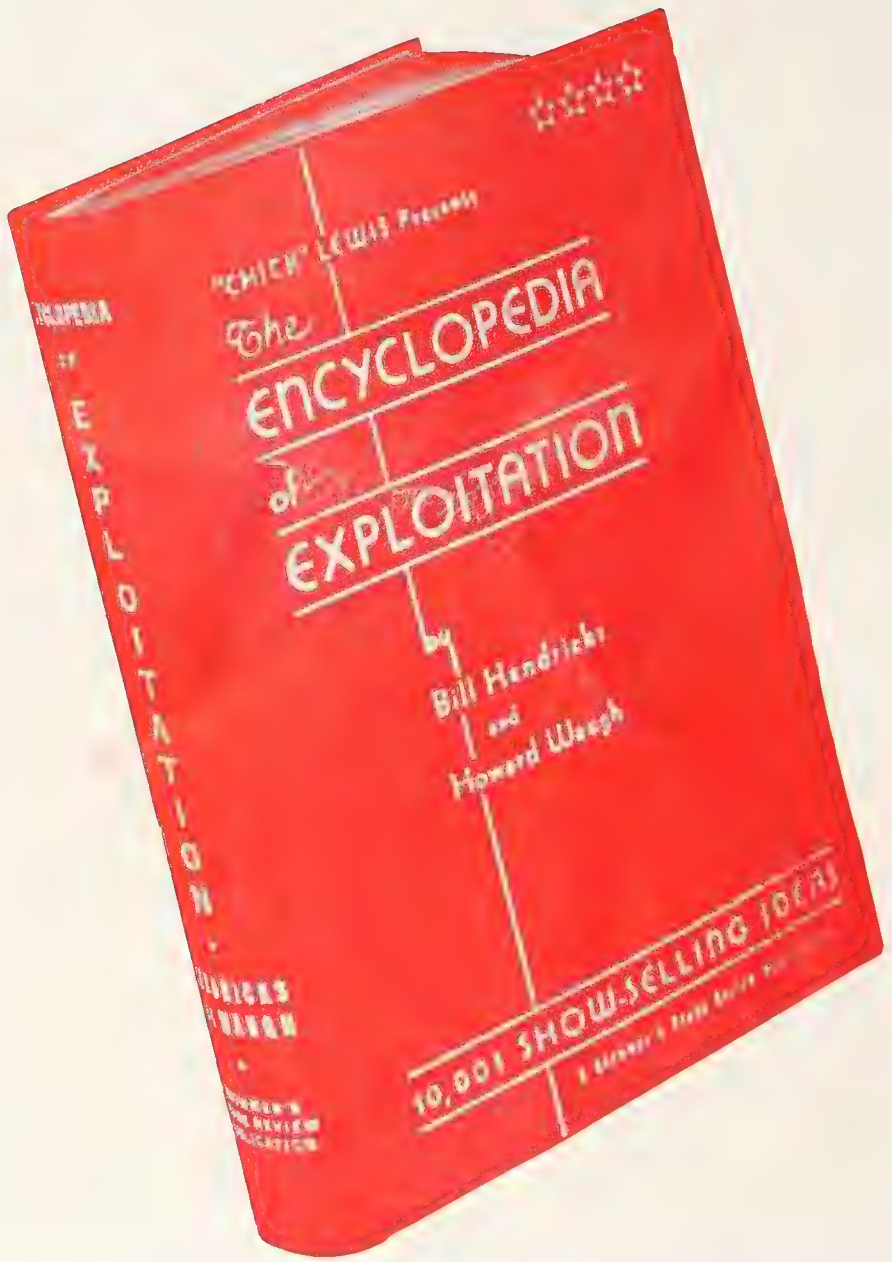
SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of the Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

	No. Chaps.	Reviewed Issue Of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Dick Tracy Returns	15 Chaps.	8/ 6/38
Fighting Devil Dogs	12 Chaps.	5/28/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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"Chick" Lewis, 5/20/39
Showmen's Trade Review,
[illegible] Broadway, New York City

[illegible]:

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[illegible] .....

[illegible] .....

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MAY 29 1939
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SHOWMEN'S MOTION PICTURE Trade Review

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

FILE

REVIEWED IN THIS ISSUE

Zero Hour
Jamaica Inn
Bridal Suite
A Girl Must Live
The Jones Family In Hollywood
Across the Plains
Hidden Power
The Gorilla
Wolf Call
Unmarried

May 27, 1939
Vol. 30 No. 18

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HAL ROACH

Now beginning his second year as a United Artists producer. Although chiefly known as a producer of comedies, he shows his versatility with "Captain Fury," a drama opening at Radio City Music Hall this week.

"HELLO MR. EXHIBITOR"



An absolute sensation at the Astor, N. Y. and 4-Star Theatre, L. A. Topping "Pygmalion" and now being launched in the same showmanship manner. A friendly hit from the Friendly Company.

Directed by SAM WOOD. Screen Play by R. C. Scherriff, Claudine West and Eric Maschwitz. Produced by Victor Saville. An M-G-M. Picture.

"GOODBYE MR. CHIPS"

The Editorial Page

Commercialism in Conventions

One cannot attend two national exhibitor conventions every year for many years without arriving at the conclusion that there is too much commercialism in exhibitor conventions and not enough accomplishments worthy of bringing a representative group together from all over this broad country.

The situation has resolved itself down to that dangerous stage where it appears to be the prime purpose of all convention committees to figure out how much they can make in profit rather than how much they can do to help solve the problems of the exhibitors.

In the first place the sponsoring organizations should *invite* equipment manufacturers, dealers, distributors and everybody else to come and display their wares or show their product and NOT sell them the space. The exposition halls of any exhibitor convention should be crammed full of interesting equipment and apparatus essential to the safe, sane and profitable operation of theatres and product information and accessories needed to sell the attractions to the public. It is a service that should be uppermost in the minds and activity of any genuine convention committee.

In the second place, ALL convention programs should be abolished as being one of the lousiest forms of rackets ever conceived and undoubtedly thought up by some master mind who was more intent on making a profit than staging a constructive and intelligent convention.

In the third place, the raising of funds of ANY KIND should be taboo because it is mostly staged bunk and takes advantage of the exhibitors who are easily swayed by eloquent speakers and oral pictures of disaster that can only be averted by the massing of many dollars for the poor, over-tired committee to "carry on your, the exhibitor's, fight to keep you in business."

Pure bunk. And the proponents of such drives and ideas know it full well.

If there are going to be conventions, for Heaven's sake, why not present an intelligent program designed to bring before the attending exhibitors the important matters confronting their branch of the industry and make some attempt to create unity among them so that a united front might be maintained in any organized fight on which the vote of the delegates so decides.

We doubt if there is a single exhibitor, and we don't mean those who are active in some unit of the national organization, who will find fault with a single word we have written here. On the contrary, they will probably admit it to be the truth but the kind of truth that no one has uttered before.

The conventions are nothing more than an excuse for the home-town unit to show the other boys how much better they can stage a convention. They go haywire in their entertainment plans and it wasn't so long ago that one "choice" bit of convention entertainment threatened to become a national scandal. And they go nuts trying to devise ways and means of making a profit for the individuals or the local group.

How much the space-buyers in the display section of a convention or in the ads they buy in the racket journals, get out of their investment, you can find out for yourselves by simply asking them. But each year they are told about the imaginary "army" of buying exhibitors who will descend like an avalanche upon the convention city and spend all kinds of money buying equipment and so forth.

And they'll be told how the journal will be a perpetual reminder back home on their desks and how it will pay big dividends in future business and goodwill for the advertisers and that the exhibitors will buy from advertisers if only to show their appreciation for the advertiser supporting the organization and the journal.

More bunk. Not one in twenty even take the journal away with them and those that do relegate it to the junk shelf back home where they won't look at it a second time unless their picture is in it or some mention of their name.

And then there are the "business" sessions of the convention itself. Holy mackerel! Did you ever hear a sensible, intelligent discussion of an exhibitor problem on such an occasion that actually accomplished something constructive or helped the exhibitor? Do tell us about it. We're doggoned if we can recall anything.

But we do recall passionate appeals for the raising of funds or a patience-rending speech that involved an hour to say something that could be said more effectively in ten minutes. And those resolutions!!! To think that apparently intelligent men would spend long hours writing them. And what ever happens to them afterwards? Who knows?

And then (and you can always count on this) there must be the carefully staged "fireworks" that will "rock the industry to its very foundations." Someone will get up and lambast the life out of some particular distributor over something that has been going on for years and years and which, if unfair, could in all probabilities be ironed out by a quiet discussion with the heads of the company so singled out.

By which we don't mean that there aren't plenty of abuses and practices that should have been kicked out of the industry years ago. But what convention ever did anything constructive to help *(Continued on page 5)*

Kuykendall Rejects Invite To Allied National Confab

Steffes Reveals Plan to Take Up Trade Practice Plan and Buying Combine

Ed Kuykendall, MPTOA president, this week declined an invitation to attend the Allied Convention in Minneapolis June 13-15. He gave as his reasons the two organizations' different approaches to the industry's problems. Kuykendall had been put on the Allied transportation committee and said in his letter to Steffes, declining the invitation to appear that he felt that to be in jest.

In a letter to all exhibitors sent out last week-end, W. A. Steffes, chairman of the Allied convention committee pointed out that the convention would take up two important subjects. The first will be an open forum on the "so-called trade practice proposals." The second will be the question of a national buying combine. An analysis of the various companies' selling policies is expected to take a considerable part of the three-day program.

"No doubt, after the discussions have been completed," said Steffes, "a secret ballot might be taken and this matter on trade practice reforms settled once and for all."

Many of the sales managers and other distribution executives of the major companies will attend the convention. It was announced this week that Jack Schlaifer, vice-president and Western sales manager of United Artists would attend.

Theatre Ins. Co. Looms As Liability Rates Go Up

Formation of a theatre insurance company by large circuits and indies is now under discussion following a court decision holding that owners are responsible for the safety of patrons. This resulted in an increase of personal liability insurance rates. Rates have been increased from 11 cents per hundred admissions to 18 cents per hundred admissions, an increase of approximately 63 per cent, it was said.

TWO PROMOTIONS IN RKO'S FORCES

Colquhoun Is Advanced to Branch Managership

Two promotions of men on RKO's field force were announced this week by Sales Manager Jules Levy. Other changes were made at the same time, all from the ranks of the company.

N. J. Colquhoun, sales manager in the Memphis office, has been promoted to manager of the Charlotte branch, where he succeeds Joe Brecheen, who is promoted to the managership of the larger Atlanta office. Brecheen takes the place of Guy Brown who resigned.

Lou Padolf rejoins the company and has been assigned to the Detroit staff. Grover Wray has joined the Memphis staff and Scott Chesnutt has been added to the staff at Oklahoma City. Lou Fink, Robert Renz and Joseph P. Smith have been added to the staffs at Los Angeles, Buffalo and Boston, respectively, as student salesmen. Harry Levinson, formerly booker in Chicago, has been promoted to the post of office manager in the Detroit office.

Tax Bill Passed

A bill permitting cities in New York State to tax theatres has been passed. The measure also gives theatres the right to impose an excise tax on the possession and operation of vending machines.

Asks Better Understanding

Myers Still Hopes For Distributor Action To Settle Industry's Problems

Abram F. Myers, general counsel and board chairman of Allied, stated this week that the propaganda against the Neely Bill did not contribute to a clear understanding of the measure. He made this statement in a message to the New York Allied Convention in New York.

In his message to the New York convention, Myers said that the organization's hope for sweeping changes in policy through action by the distributors was not entirely dead. He pleaded for a better understanding and stated, "What especially worries me is that the discussion, now carried into the open, still consists of dogmatic assertions of conflicting points of view frequently accompanied by vituperation and abuse."

William F. Rodgers, MGM sales manager told the convention Thursday that the trade practice code carries the distributors to the breaking point and that if it is not accepted they will take their chances on legislation. No more concessions could possibly be made by the distributors, he said, but he predicted the adoption of the code.

Make Up Expert



Perc Westmore, one of the four famous Westmore brothers, make up experts, shows how he does it to a group of admiring writers at a cocktail party in the Rainbow Room in New York last week. Perc is with W.B. Studios.

GALA PREMIERE FOR "LINCOLN"

20th-Fox Will Take Party of Writers to Springfield

An extensive program has been arranged by 20th Century-Fox for the world premiere of "Young Mr. Lincoln" at Springfield, Ill., on Decoration Day. A special train will carry more than 100 newspaper men including trade paper representatives to Springfield for the premiere.

Lowell Thomas will act as master of ceremonies at the program preceding the opening which will be featured by songs by Marian Anderson, famous negro contralto. Others will include Alice Brady, Arleen Whelan, Binnie Barnes, Eddie Collins and Cesar Romero, who will come from the 20th Century-Fox Studios.

"FURY" AT FAIR

Roach Film Previewed at Australian Pavilion

A screening of Hal Roach's "Captain Fury" was held for members of the film industry and the trade press at the Australian pavilion of the British Empire Building at the World's Fair Wednesday afternoon. Buffet refreshments were served to the guests following the preview. L. R. MacGregor, Australian High Commissioner at the Fair, and W. G. Van Schmus, managing director of the Radio City Music Hall, were hosts.

Diamond To Coast

Lou Diamond, head of Paramount's short subject department, will leave shortly for Hollywood on his semi-annual visit for the purpose of viewing available independent short subject product which may be incorporated into Paramount's 1939-40 short subject line-up.

INCREASE IN 16mm CIRCUITS

300 Showmen to Give Shows This Summer

IN THEATRELESS TOWNS

More than 300 showmen will be in the field with 16mm. pictures this Fall according to William Jordan of Films, Inc., a veteran in the 16mm. distribution field. Most of these shows are free and usually include features, cartoons and other subjects. The shows generally run about two hours and give ample space to merchants' ads, according to Jordan.

For example, Roy Dennis of Wabash, Ind. operates 18 circuits in the Hoosier State, each circuit supplying six towns with free movie shows sponsored by local merchants.

The shows are often given in the street and have an attendance running as high as 1,000.

Dennis believes that such 16mm. shows are an aid to the industry inasmuch as he never has these free shows in towns which have a theatre and that such showings in theatreless towns whet the public appetite for movies to such an extent that they demand a film theatre.

Grainger In Toronto

James R. Grainger, Republic President, attended the annual convention of Empire Films, Ltd. Republic's Canadian outlet on Thursday and Friday of this week at the Royal York Hotel in Toronto. He outlined Republic's program for the new season.

SHOWMEN'S MOTION PICTURE Trade Review

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Kennedy's Korner

With malice toward none: 20th-Fox no doubt will top all of the topping "scene of the picture" premieres with the unveiling of "Young Mr. Lincoln" in Springfield, Ill., Decoration Day. Everything on a quality, and prestige scale! New York Allied put on a good show at the convention in New York—a show that was worthy of a larger attendance than it got. MGM with a booth arranged by Bill Ferguson, was tops with a popular stunt—voice tests (you talked into a mike and right back at you came the canned version of your words and giggles). Next most popular gathering place was RCA Photophone's display—it had a home television set where you could pick up sight-and-sound broadcasting; it was arranged by Ed Jones, head man of RCA Photophone advertising.

People you like to meet: E. J. Vallen, one of the hardest working and pleasantest men engaged in any part of film business—he's an engineer and works with micrometers, slide rules, etc., in designing curtain and proscenium equipment. Walter E. Green, head man of National Theatre Supply, who keeps young, good-humored and cordial—without doing all those allegedly good-humor giving stunts of exercising in gyms, on golf courses, or tennis courts. Andrew Geitner, of the Geitner theatre, Silver Creek, N. Y. —a showman from his soles to his scalp. Herman Lorence, of Cattarangus, N. Y., Wm. Kunzman, National Carbon; Joe Hornstein; P. A. McGuire and many others in the equipment field.

BERMAN RESIGNING

Report from the Coast Says Schaefer Will Fill Post

Hollywood—Abrogation of his contract, to take effect Oct. 1, has been requested by Pandro S. Berman, RKO Radio's vice-president in charge of production. The resignation has been sent to George Schaefer, company president, and it is expected the request will be granted. Schaefer himself will probably take charge of production.

HOLDING ON TO HER UA STOCK

Mary Pickford Won't Sell She Says

SEES BRIGHT OUTLOOK

Her United Artists stock is not on the market, declared Mary Pickford at a press conference last Saturday on her arrival from the Coast. She and the other four owners of the company, Douglas Fairbanks, Charles Chaplin, Alexander Korda and Samuel Goldwyn also have binding contracts which prevent them from making pictures for release by any other distributor, she stated. This was taken as an indication that should Goldwyn attempt to release any pictures through any other distributor than UA that the company would immediately obtain an injunction to prevent it, a procedure that was given as an example by Murray Silverstone of what would happen should any of the other four attempt this.

Miss Pickford declared that with the present management and the lineup of 11 producers for next season, the outlook was the brightest for the company that it has been in many years.

In making her flat statement that her stock was not on the market she was backed up by Silverstone, chief of world wide operations for the company, who added that the same held true of Fairbanks, Chaplin and Korda.

SUMMER CLOSINGS

10 RKO Houses Scheduled to Put Up Shutters

Ten RKO theatres will close within the next few weeks for the summer, it has been announced by John J. O'Connor, vice-president and general manager of the RKO circuit, as follows: The Strand, Syracuse; Trent, Trenton; Albee, Providence; Majestic, Columbus; Orpheum, Kansas City; Central, Yonkers; Orpheum, Champaign; Century, Rochester, and the Alden, Jamaica.

Commercialism In Conventions

(Continued from page 3)

solve those practices and abuses, except to use them as the springboard for hot air and appeals?

Conventions, as we once were led to believe, were supposed to bring about a constructive and fair-minded discussion of the problems confronting those attending. Instead we find that the conventions in our industry are merely a means of promoting something or other, but rarely accomplishing that for which they are intended.

So, in conclusion, we beg to say that we will continue to attend these so-called conventions ever hoping for Utopia and the first convention that will really accomplish something good, constructive and worth while.

—"CHICK" LEWIS

Important Dates

June 4-6: Theatre Owners of North and South Carolina convention, Ocean Park Hotel, Myrtle Beach, S. C.
June 8-10: Paramount convention, Hotel Ambassador, Los Angeles.
June 12: MPTO of Va. midsummer convention, Roanoke Hotel, Roanoke.
June 13-15: Allied National convention, Nicollet Hotel, Minneapolis.
June 19-22: RKO Convention, Westchester Country Club, Rye, N. Y.
June 19-22: National Conference on Visual Education, Francis W. Parker School, Chicago.

GOV'T FROWNS ON BUYING COMBINE

The proposed booking combine fostered by Allied which would include 2,500 theatres has "no economic justification", declared a representative of the Department of Justice this week. Such a combine would create a monopoly similar to that of the major companies which the Department is trying to break up through its equity suit in New York and other suits elsewhere.

This statement was prefaced by a remark by the Department of Justice representative that he did not take the reports of the combine seriously, despite the fact that some smaller ones have been formed in various parts of the country and there was talk of banding them all together.

NEW EXHIB UNIT IN ILL.

Kuykendall Talks At Its First Meeting

MAY JOIN THE MPTOA

A new exihibtor unit has been organized in Illinois with 50 members to start with. It is believed that the new unit, calling itself the United Theatre Owners of Illinois will affiliate itself with the MPTOA.

Edward Zorn of Pontiac was appointed chairman of the group and named Jules Rubens of the Great States Circuit, Fred Anderson of the Anderson Circuit, G. A. Alger of the Alger Circuit and H. B. Bailey of Bailey Enterprises as an organization committee. They will meet in Springfield next Wednesday to perfect the organization. Circuit and independent theatres will back the new exhibitor group.

Ed Kuykendall, president of the MPTOA, addressed the first meeting of the group on Monday of his week. He urged cooperation among them to solve the industry's problems.

The new group represents theatremen from all over the state.



RIFT DENIED BY N. Y. ALLIED

STR Calls the Turn

Two weeks ago, in an editorial, "Chick" Lewis hinted that Max Cohen and his New York Allied organization might not be quite as pro-Allied as the name of the organization implied. Last week STR published a letter from Cohen in which he said, "You seem to raise the question that New York Allied's loyalty to the national organization is rather thin and, therefore, subject to criticism. Rather than create any veiled insinuations, you should have stated the facts if you have them".

Your own organization has furnished them, Mr. Cohen. You have only to read the statement in your own convention program by Harry G. Kosch, attorney for the New York Allied organization, who puts them very succinctly. And as if to emphasize still further the thought, *Film Daily* sees "'friction' between the national body and the local unit".

"Chick's" editorial is thus justified by the representative of your own organization. And to again quote your letter, Mr. Cohen, "If we are to get anywhere in this industry and if there are forces in it working with ulterior motives, let's get them into the open regardless of where the weight may fall."

And, furthermore, Mr. Cohen, you allowed Harry Brandt the floor of your Convention to attack the Association of which you are a part, which justifies the rest of the editorial.

Harmony Stressed By Cohen and Cole at Meeting Wednesday

Allied of New York celebrated the first year of its existence with a three-day convention that opened Tuesday morning at the Astor Hotel, New York. Reported registration of exhibitors was about fifty.

Rumors to the effect that there was a wide rift between the New York unit and National Allied persisted throughout the first day and a half of the convention. At the open meeting Wednesday, Max A. Cohen, president, vigorously denied that there was any cleavage between Allied of New York and the National body. Col. H. A. Cole, head of Allied States, addressed the meeting—paid tribute to the growth and achievements of the year-old "baby" of the Allied organization. Col. Cole's address was a defense of his and National Allied's stand that only through legislation and litigation can the independent exhibitor hope for relief from the evils which are charged to practices within the industry. Repeated attempts at negotiation, broken promises on the part of the distributors, he said, had failed and that when the "privileges which have become accepted as 'rights' in the industry are returned to their proper status by regulation, he and Allied will be glad to return to negotiation."

After Col. Cole concluded his speech, Cohen called to the speaker's stand Harry Brandt, head of the ITOA. Brandt declared there is need for a national organization that exhibitors who are interested in protecting their own business from enemies from without (taxation, particularly) and getting the right kind of representation within the industry can join and work with for their own good.

As Brandt took the stand, Col. Cole left the meeting room. He returned later. Queried after the meeting, Cole said he did not wish to remain and enter into a debate with Brandt.

Two resolutions, both re-affirming New York Allied's wish to continue negotiations based on the Trade Practice Pact were passed. Both praised National Allied and repeated the New York unit's determination to work whole-heartedly with the national body—but both declared for continuance of negotiations. This difference between the policy of National Allied and the New York organization, both the resolutions and the remarks of Cohen glossed over as indicative of no conflict.

Abram F. Myers, general counsel of Allied States, scheduled to make an address at the Wednesday meeting, was unable to be present.

The concluding session, held Thursday, was an open forum to discuss the topic, Self Regulation. The convention concluded in a burst of the birthday spirit at the dinner, dancing and entertainment which marked the first annual banquet of Allied of New York.

Possible Combination



Ann Sheridan, star of Walter Wanger's "Winter Carnival" and Monroe Greenthal, director of exploitation for United Artists, discussing plans relating to the combining of her "oomph" with his glamour, which is quite a stunt.

Fete Joseph on Anniversary

Testimonial For Universal's New Haven Manager on 25 Years With Company

New Haven, Conn.—More than one hundred exhibitor friends of Morris Joseph, manager of Universal's New Haven Exchange, together with home office executives gathered at the exchange headquarters here Tuesday, to celebrate his silver anniversary in service with Universal. Joseph started with Universal in 1914, selling out of the New York Exchange. Between that time and 1925, he worked in Springfield, New Haven, Cleveland and Kansas City. In 1925 he became manager of the New Haven Exchange, and has been there since.

Among the home office contingent attending were: William A. Scully, general sales manager, F. J. A. McCarthy, Eastern Sales Manager and A. J. Herman, District Manager. The exhibitor guests included the following:

From New Haven: H. Lavietes, Pequot Theatre; J. Cannon, Cannon Theatre; J. DeLucia, Dreamland Theatre; J. Hurwitz, State Theatre; A. Johnson, Strand Theatre; M. Bailey, Whalley Theatre and M. Tomasino, Victory and Whiteway Theatres. Also the Fishman brothers, representing their circuit of seven theatres.

From Bridgeport: M. Jacobson, M. Levine and M. Kaufman, representing the Strand Amusement Company; Al Schuman, Black Rock Theatre; S. Hadelman, Capitol Theatre; Harold Tabackman, Bostwick Theatre; Joe Corwekl, Liberty Theatre; Phil Schwartz, Parkway Theatre; A. Prakas, Rivoli Theatre, and Louis Anger.

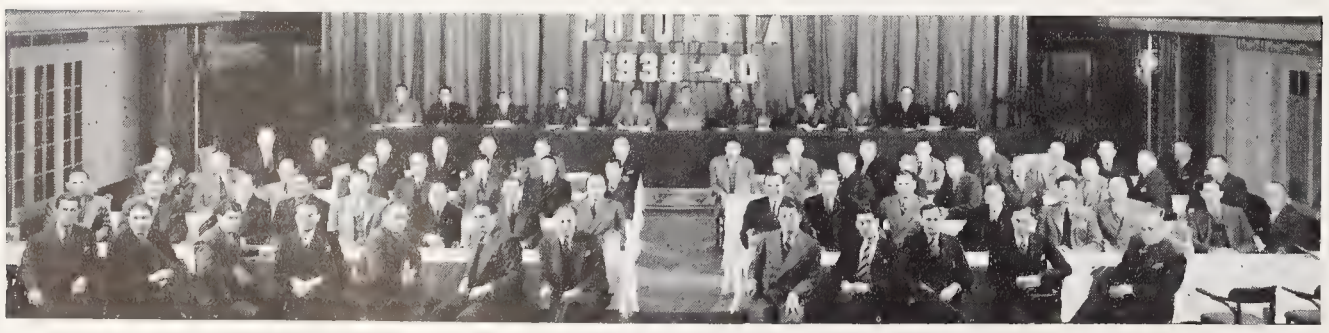
From Hartford: George Landers, manager of E. M. Loew Theatres; Mike Daly, Daly Theatre; Charles Repass, Crown Theatre; Martin Keleher, Princess Theatre; M. Lieberman, Proven Pictures; M. Shulman, Rivoli and Webster Theatres; Theodore Harris, State Theatre.

From Waterbury: C. Mascoli, Alhambra Theatre; J. Mascoli, Cameo Theatre; N. Mascoli, Carroll and Plaza Theatres; E. Van Doren, Hamilton Theatre; William Sirica and F. Quatrano, Lido Theatre; M. Sirica, Capitol Theatre.

Also attending from various cities and towns in Connecticut were: M. Cascioli, D. Blaine, J. Berens, Ted Jacocks, James Casey, A. Boscardine, J. Faith, N. Lambert, S. Lambert, J. Markoff, James Mahoney of the Inter-state Theatres Corp., William Pine and Johnny Evers, Joe DiFrancesco, William Hoyt and A. Jacocks, J. Dombe, Jr., Leo Schapiro.

Also S. Rosen, A. Lockwood, Leo Bonoff, A. L. Ricci, M. Pouzzner, E. Doran, Mrs. L. Flack, Mr. and Mrs. Hess, J. Findlay, Ralph Pasho, P. Perokas, J. D. Sirica, Max Tabackman, George Lewitt, J. Kata, Irwin Wheeler, Charles Morse, A. J. Smith, H. Fontaine, M. Hadelman, J. Walsh and Ben Leo. Also J. Panoras, Al Pickus, Robert Schwartz, George Wilkinson, Joe Reed, A. F. Smith.

From Warner Bros. Theatres came I. J. Hoffman, Max Hoffman, Dan Finn, Guy Barrett, B. F. Hoffman, Larry Germaine. Harry Shaw, Poli, N. E. Division Manager, Matt Saunders, manager of the Poli, Bridgeport and M. Rosenthal, manager of the Majestic in Bridgeport.



Home office executives, Canadian representatives, division managers, branch managers and salesmen from the nine Midwest exchanges present at the second of a series of three sales meetings held by Columbia Pictures Corporation at Chicago, May 14 to 16. On the dais, reading from left to right are: George Josephs, mgr. sales accounting; Maurice Grad, director sales promotion; Lou Resenfeld, general manager for Canada; Irving Moross, Columbia attorney; Rube Jackter, ass't sales mgr.; A. Montague, general sales manager; Jack Cohn, vice-president; Louis Astor, circuit sales; Max Weisfeldt, short subject sales supervisor; Louis Weinberg, circuit sales and Maurice Bergman, ad. and pub. director.

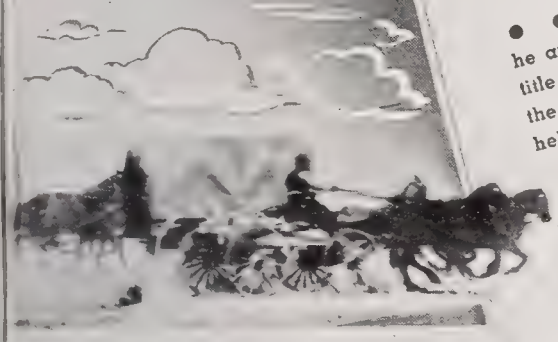
LEADING EXHIBS AT RKO LOUNGE

Several Register There This Week On N. Y. Visits

Several out-of-town exhibitors registered this week at RKO Radio's exhibitor lounge, it was announced by H. M. Richey, director of exhibitor relations, Among those signing the register were:

Col. H. A. Cole, president of Allied; E. C. Beatty, president and treasurer of the Butterfield Circuit, Detroit, Mich.; A. K. Howard, secretary of Allied, Boston; J. C. Caldwell, Lee Theatre, Appomattox, Va.; John Gardner, Gardner Theatres, Schnectady, N. Y.; Charles F. Wilson, Bijou Theatre, Troy, N. Y.; J. Constantion, James Theatre, Syracuse; R. P. Merriman, Franklin Theatre, Syracuse; Steve Tarbell, Smalley Theatres, Cooperstown, N. Y.; Roy Pahley, Lake Theatres, Interlaken, N. Y.; Samuel A. Feir, Hastings Theatre, Hastings on Hudson, N. Y.; I. M. Rappaport, Hippodrome Theatre, Baltimore; C. H. Olive, Atlas Theatre, Washington; George Roy and Mrs Roy of the State Theatre, Eugene, Ore., and the Oregon State, Corvallis; L. Tunick and Mrs. Tunick, of the Brooklyn Theatre, Baltimore, and the Hollywood, Halethorpe, Md.

HERE'S YOUR BEST BOX-OFFICE BET!



• • • WE HAVE just heard A Voice on the screen ... William S. Hart ... remember Bill Hart, the greatest Western star of 'em all? ... for money invested, his pictures made more in the silent era than those of any other Western star ... so he must have been the greatest ... well, Bill Hart is back ... just for an encore ... and for old time's sake.

• • • HE IS appearing in a revival of his famous "Tumbleweeds" ... sponsored by Messrs Sarnoff and Terlin of Astor Pictures ... probably the first epic Western with a definite historical background ... the land rush in the Cherokee Strip ... so it becomes a timely revival, with the cycle of historical Westerns of frontier days now holding the spotlight on the screens of the land

• • • BUT WE started to tell you about Bill Hart's voice ... he appears in an eight-minute sequence that comes right after the main title ... he is out on his California ranch, walking over the hill toward the audience ... just as if Bill was coming back from the Past to say hello to the folks he loved ... picture audiences ...

• • • THEN he is standing right before you ... and he starts to speak ... and we are here to state that no ... that ... track can top Bill Hart's ... a vibrant quality that reaches ... Bill starts to tell you the ... struggles and hopes and ... he gets through, you ... ver did before ... dramatic and emo- ... t and the people he

... would book this revival ... screen one ... ible



BILL HART SPEAKING

ON THE SCREEN FOR THE FIRST TIME

IN A THRILLING, DRAMATIC PROLOGUE

TO "TUMBLEWEEDS"

IN SOUND

THE GREATEST REVIVAL IN FILM HISTORY!

ASTOR PICTURES CORP. 1270 SIXTH AVENUE, N.Y.C.

Showmanship for Showmen

The Box Office Slant

Bridal Suite

(Hollywood Preview)

MGM Comedy-Drama 67 mins.

Grand Casting of Marquee Names Should Help Draw Better Than Average Returns

(National Release Date, May 26)

Cast: Annabella, Robert Young, Walter Connolly, Billie Burke, Gene Lockhart and others. Screenplay by Samuel Hoffenstein. Story by Gottfried Reinhardt and Virginia Faulkner. Directed by William Thiele. Associate Producer, Edgar Selwyn.

Plot: American playboy, Robert Young, having jilted his English fiancee, Virginia Field, twice on their wedding day, has had his allowance cut off by his exasperated father, Gene Lockhart, but his doting mother, Billie Burke, feels he is a victim of amnesia so she hurries him off to Switzerland to allow Psychiatrist Walter Connolly to look him over. At the Swiss Inn he meets and falls in love with Annabella who practically runs the resort, and it isn't long before she falls in love with him. After a series of meetings in the inn kitchen, Annabella's boudoir and a lofty crag in the Alps, the couple is separated by the Doctor who denounces the playboy as a wastrel. The latter and his mother set sail for America with the boy about to marry the English girl aboard ship, but the Swiss miss boards the ship in the nick of time and she marries the boy instead.

SUMMARY: The marquee names should help this one at the box office to hold its own as a single draw in some spots and as top half of a twin bill in others, its main drawback to being a real good film being the weakness of the oft used plot. Not a flaw can be found in the acting, the leading roles being finely handled by Annabella and Robert Young, while the support given them by Billie Burke, Walter Connolly, Gene Lockhart and the others is excellent. William Thiele has directed with a Continental touch and gets all possible out of the weak story while Edgar Selwyn gives it a lavish production background. Arrange with travel and resort agencies for lobby displays. Dress house staff in Swiss mountaineer attire.

OUTSTANDING: Annabella, Billie Burke and Walter Connolly.

Catchline: "He almost missed his Swiss miss, until she missed him—then she got him." **(FAMILY)**

The Jones Family in Hollywood

(Hollywood Preview)

20th-Fox Comedy 59 mins.

Grand Acting of Jones Gang In Swell Story Should Equal Previous Grosses

(National Release Date, June 2)

Cast: Jed Prouty, Spring Byington, Ken Howell, George Ernest, June Carlyson, William Tracy and others. Screenplay by Harold Tarshis. Original story by Joseph Hoffman and Buster Keaton. Directed by Malcolm St. Clair. Associate Producer, John Stone.

Plot: Jed Prouty is invited by the Maryville Post of the American Legion to represent it at the National Convention in Hollywood. Of course, the whole family is anxious to go along especially daughter June Carlson who feels she has a place in the movies if she is only given a chance. Packing their all and bundling off with the family trailer, they arrive in Hollywood to have a cocky young screen star William Tracy smash into the trailer. When June gets the traffic cop to let Tracy go he offers to get her a test in the movies. All but Prouty go to Hollywood, he being too busy carrying a big tuba in the legion parades from morning till night. June gets her test but overhears herself called a country cluck by Tracy, who is finally beaten up by brother Ken Howell. Her ambitions stymied, June prevails on the family to make a quick exit back home to Maryville.

SUMMARY: The best vehicle handed the Joneses to date, this one should easily do as well at the box office as its predecessors, and from the good word-of-mouth advertising sure to be given it, probably a lot better than some of the others. The entire group of the regular family cast turn in easy going performances, flawless and convincing, and of the newcomers added, a swell job is done by William Tracy as the precocious young star. Malcolm St. Clair directs the snappy screenplay in such breezy fashion the laughs come thick and fast and the picture is over before one realizes it. John Stone gives the production an authentic touch with scenes of many of the Hollywood landmarks and many fine glimpses of how the films are really made. Hire a trailer for street ballyhoo with cards reading "The Jones Family crashed Hollywood in a trailer—Follow us to the . . . . Theatre and learn how". Hire all manner of costumes and dress and make up the house staff to resemble screen stars.

OUTSTANDING: Story and direction.

Catchline: "They all went Hollywood, and all Hollywood went for them". **(FAMILY)**

Legion of Decency Ratings:

For Week Ending May 27

SUITABLE FOR GENERAL PATRONAGE

Captain Fury — Flaming Lead
Mystery Plane — Trigger Fingers
Blue Montana Skies

SUITABLE FOR ADULTS ONLY

Blind Alley — Bridal Suite
The Gorilla

OBJECTIONABLE IN PARTS

The Kid From Kokomo

Jamaica Inn

(London Premiere)

Para. Costume Drama 110 mins.

Laughton Scores Again As Swashbuckling Nineteenth Century Cornish Bandit Head

(National Release Date Not Set)

Cast: Charles Laughton, Robert Newton, Leslie Banks, Emlyn Williams, Maureen O'Hara and others. Adapted from Daphne du Maurier's novel. Writing credits: Sidney Gilliat, Joan Harrison, J. B. Priestley. Directed by Alfred Hitchcock. Produced by Erich Pommer.

Plot: Puzzled by the number of wrecks on the Cornish coast, Lloyd's Insurance sends Newton to investigate. He finds that a gang, operating from the sinister Jamaica Inn on the cliffs, has been luring boats on to the rocks, murdering the crews and stealing the cargoes, but cannot discover the leader. After a row, the men hang Newton as a traitor, but Maureen, the inn-keeper's niece, cuts him down and together they escape. Laughton, the squire, is the chief. Newton goes for help and, realizing that the game is up, Laughton kidnaps Maureen aboard a ship for France. The soldiers arrive before she sails and he commits suicide.

SUMMARY: This story of a nineteenth century Cornish squire whose side line was wrecking ships to steal the cargoes provides Charles Laughton with just the type of role in which fans like to see him best. As this swashbuckling, self-satisfied and often menacing character, he strides through the film with complete ease. Credit is also due to Maureen O'Hara whose first picture this is for a very natural and credible portrayal; she is talented and attractive and should go far. Robert Newton is another artist who turns in a neat performance. Alfred Hitchcock has directed it competently, but has introduced no outstanding touches; actually certain passages could be cut to advantage. Further, it is surprising that since so much money was obviously spent on its production, not more care was taken over certain settings. In exploitation, plug Laughton and stress the adventure angles. Tie up with bookshops and libraries, distributing special markers with suitable copy. For street stunt, parade some men in period costume. Dress the lobby with photos or models of old ships.

OUTSTANDING: Charles Laughton.

Catchline: "Daphne du Maurier's great book becomes a greater film". **(FAMILY)**

Unmarried

(Hollywood Preview)

Para. Drama 63 mins.

Remake of "Mr. and Mrs." Inferior To Original; Okay for Second Half on Duals

(National Release Date, May 26)

Cast: Buck Jones, Helen Twelvetrees, Donald O'Connor, Robert Armstrong, Larry Crabbe and others. Screenplay by Lillie Hayward and Brian Marlow, based on a story by Grover Jones and William Slavens McNutt. Directed by Kurt Neumann.

Plot: When Jones, a third rate fighter, loses a fight on which his manager, Armstrong, has bet their full share of the purse, the latter attempts to rob the arena safe and is killed by the watchman. Jones and Helen Twelvetrees find a deed to a small house in a little oil village, go there to investigate and meet Donald O'Connor, the dead man's son. They remain to be with the boy, first planning to leave the next day, then when the boy finishes grammar school. When in college, the boy asks them to adopt him, so they marry to make this legally possible.

SUMMARY: A remake of "Mister and Mrs.", with George Bancroft and Wynne Gibson, this will suffer badly through com-

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See Page 14

parison with any who remember the original. For the younger generation, the story treatment and dialog will hold it to nothing better than the second half of dual bills. Donald O'Connor, who plays the orphan as a boy, easily takes the acting honors, with Jones and Helen Twelvetrees working hard to overcome implausible dialogue. The stock fight and football scenes are padded and tend to slow up rather than aid the action. Buck Jones' extensive popularity and O'Connor's very definite draw with the youngsters themselves are the two best exploitation features.

OUTSTANDING: Donald O'Connor.

Catchline: "A mug and his moll go respectable—with hilarious results."

(FAMILY)

Hidden Power

(Hollywood Preview)

Col. Drama 59 mins.

Holt's Popularity Must Carry Picture With Less Action Than Usually Given Him

(National Release Date Not Set)

Cast: Jack Holt, Gertrude Michael, Dickie Moore and others. Original screenplay by Gordon Rigby. Directed by Lewis D. Collins. Associate Producer, Rudolph Flotow.

Plot: Holt, a doctor-chemist, seeking an anti-burn toxemia, loses his position when an assistant disobeys orders and the plant is blown up. Purely by accident, this leads to the discovery of a new high explosive. On his refusal to allow this to be sold to kill thousands, his money-mad wife, Gertrude Michaels, takes their son, Dickie Moore, and moves to her brother's home. A first hospital test indicates one fault with the toxemia, so Holt continues his tests at home. The boy is severely burned in an auto crash which kills his mother. The father risks the boy's life to prove his formula is correct—and wins.

SUMMARY: Jack Holt's personal popularity will have to carry this one as a second feature, since the story robs the star of the action which has been the mainstay of his long continued popularity. Complete absence of romance will also lessen its pull with many audiences. Holt and Dickie Moore stand out among the principals, while in smaller roles Holmes Herbert, Henry Kolker, Winifred Drew, Wm. B. Davidson and Lucille Lang act well. If there are peace societies active in your city, advise them of this one and the hero's attiture towards ruthless killing. Notify local doctors and nurses of the showing with a personal letter.

OUTSTANDING: Jack Holt's showing against a mediocre story.

Catchline: "A hero of peace gambles his son's life." **(FAMILY)**

Across the Plains

Mono. Western 52 mins.

Sharp Photography, Fisticuffs, Gunplay Will Win Favor of Outdoor, Western Fans

(National Release Date, June 1)

Cast: Jack Randall, Frank Yaconelli, Joyce Bryant, Hal Price, Dennis Moore, Glenn Strange, Robert Card, Bud Osborne, Rusty (the wonder horse) and others. Original screenplay by Robert Emmett. Directed by Spencer Bennett. Associate Producer, Robert Tansey.

Plot: As youths, Randall's and Moore's parents have been killed by white renegades. Moore, adopted by the renegades, blames the Indians. Randall, adopted by the Indians, seeks revenge against the renegades. Moore, as the Kansas Kid, is a notorious outlaw, while Randall, believed to be part Indian, seeks his brother not knowing it is Moore. They almost kill each other, until their blood relationship is revealed just in time.

SUMMARY: Whatever implausibilities this film possesses are offset somewhat by the clear, sharp photography, which reveals the west in all its beauty and grandeur. The story of brothers whose parents are killed, the boys growing up as enemies is a situation already well known by lovers of westerns. At times the acting of the principals seems stilted and insincere, but most fans will overlook this in favor of the fisticuffs and gunplay. Randall is a likable western hero, even though he seems a bit ill at ease before the camera. Hero and villain, as usual, can be distinguished easily, since the former wears light cream-colored attire, while the latter is all decked out in black. A hero in black would have the fans guessing. If they "eat up" westerns in your situation, you need have no hesitation in booking this one. Tie up with clothing stores on ten-gallon hat window displays. Use action cutouts in your lobby and atop the marquee.

OUTSTANDING: The beautiful scenic photography.

Catchline: "Brothers—yet they were deadly enemies who'd shoot to kill at the drop of a hat." **(FAMILY)**

Wolf Call

(Hollywood Preview)

Mono. Drama 61 mins.

Modernized Version of Jack London Tale Satisfactory For Action Half of Dual

(National Release Date, May 8)

Cast: John Carroll, Movita, Peter George Lynn, Guy Usher, Holmes Herbert, George Cleveland, Grey Shadow, the dog, and others. Screenplay by Joseph West from the novel by Jack London. Directed by George Waggner. Produced by Paul Malvern.

Plot: John Carroll, a New York playboy, is sent to Canada by his dad, Guy Usher, to investigate his radium mine. In Canada, Carroll meets Peter George Lynn, a priest, who knows all about the mine and the crooked men running it, but has no way of notifying Carroll's father. Lynn introduces Carroll to Movita, an Indian maid, the daughter of George Cleveland, a German chemist and his Indian wife, and through Cleveland's invention, finds a way to run the mine successfully. He notifies his father in time to save the mine from being sold.

SUMMARY: Considerable elements of appeal can be found in this Jack London tale of the North, but most of it should be aimed at the juvenile trade. Though brought up to date with such new wrinkles as modern planes and shortwave transmitters, it still retains the original plot and should be satisfactory for the action half of a dual. John Carroll handles a straight role very capably, and is also given a chance for the first time, to display a lovely baritone voice. Movita sings a duet with him and looks and acts effectively. The balance of the cast is competent, especially Peter George Lynn. George Waggner's direction is well paced and Paul Malvern has done a creditable production job. Run a "Me And My Dog" photo contest, with cooperation of newspaper, with best snaps of kids and their dogs winning tickets. Arrange window displays with your local book shop on all Jack London books, using stills from the production.

OUTSTANDING: John Carroll.

Catchline: "A two-fisted 'Playboy' makes the grade." **(FAMILY)**

A Girl Must Live

(London Trade Show)

20th-Fox Comedy 93 mins.

Entertaining Comedy May Be Offensive To Some Patrons: O.K. For the Adults

(National Release Date Not Set)

Cast: Margaret Lockwood, Renee Houston, Lilli Palmer, George Robey, Hugh Sinclair, Naunton Wayne, David Burns, Moore Marriott and others. Screenplay by Frank Launder. Directed by Carol Reed.

Plot: Margaret runs away from a Swiss finishing school to become a chorus girl and links up with Renee and Lilli, two outspoken gold-diggers. The latter two set their hearts on Sinclair, a peer who is just back from Malaya. However, the reserved, ladylike Margaret appeals more to him, and his mother, fearing the scandal of such a romance, invites the whole troupe to the manor so that he can see that chorines do not fit in. The girls have a great battle of wits, before Margaret finally leads him to the registry office and the other two go in search of more rich men.

SUMMARY: Bright as this comedy is, showmen must be warned that it will offend many patrons. The two gold-diggers are without morals, lying and scheming whenever a rich man is about. Double entendres, a fight between two scantily clad cuties, a sanitary engineer whose line is designing toilets and the shadow of a girl undressing play a prominent part. Carol Reed, the director, keeps things moving well and has gathered a fine cast. Margaret Lockwood is an appealing heroine and Lilli Palmer, an Austrian whose accent is easy to follow, is a voluptuous gold-digger and steals the acting honors. Get a newspaper to run a competition on "How a girl can live in a big city". If you think your patrons will stand it, work on the angle that it is the naughtiest and most daring film of the year; they should not be disappointed.

Catchlines: "3 Smart Girls set out after their man and they don't mean 'Maybe'." "The year's naughtiest comedy." **(ADULT)**

The Gorilla

(Hollywood Preview)

20th-Fox Comedy 65 mins.

Ritz Brothers Fans Should Build This To One of Their Best Money Comedies

(National Release Date, May 26)

Cast: Ritz Brothers, Anita Louise, Patsy Kelly, Lionel Atwill, Bela Lugosi, Joseph Calleia and others. Screenplay by Rian James and Sid Silvers. Based on the play by Ralph Spence. Directed by Allan Dwan. Associate Producer, Harry Joe Brown.

Plot: The Ritzes from the Acme detective agency are called in by Lionel Atwill to help him find the Gorilla who has given him warning that he is to be killed in 24 hours. Atwill's niece, Anita Louise, and her fiancé, Edward Norris, arrive at his home on the same evening to find maid Patsy Kelly and butler Bela Lugosi as nervous as their master over the warning. After sailor Wally Vernon's pet gorilla has put almost all the inmates into hysterics, on the stroke of twelve the real murderer Joseph Calleia, who calls himself the Gorilla, is uncovered and arrested and the comic detectives come into their share of the reward for his capture.

SUMMARY: Less pretentious than any of their previous offerings, the Ritzes

(Continued on page 14)

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See Page 14

PROGRAM EXCHANGE

On Mythical Trip Goes Ye Editor, Stopping Off For Program Inspection

THERE will positively be no reference whatsoever to the weather this week. We're going to get our discussion under way without once referring to the fact that the sun is shining (well, it was a moment ago) and that the sky is a symphony of blue and white. No sir, there's no such thing as the weather as far as we're concerned. Even though it's balmy outside, we're just ignoring the matter.

Last week, if you remember, we discussed British and Canadian programs. This week we return to the United States to see what's going on here at home. First, let's take a subway out as far as possible, then "bus" the rest of the way to Huntington Station, Long Island, where T. G. Ehrsam holds sway over the Huntington Station Theatre. It seems as though we've been in error. According to the information we had, it was Huntington Point; but evidently it's Huntington Station. Therefore, let us point out to you that this correction should be made on your mailing list.

Also, there must be two theatres there—one, the Huntington, and the other, the Huntington Station. It seems a little confusing to us, though we strongly suspect that Huntington Station is a suburb of Huntington, or is it vice versa, T. G.? A careful selection of ad cuts, plus reverse printing in some cases, makes Ehrsam's program attractive, despite the fact that his house is represented only on the back page. The front page only partially covers the inside spread when folded, so that an upright signature cut on the inside is always in evidence, whether the program is open or folded.

Now let's journey to Shamokin, Pa., and pay a visit to G. J. Riester, manager of the Capitol Theatre. Riester hands us one of his programs for the Capitol and Majestic theatres. Incidentally, we illustrated one of them a few weeks ago. The one we have in front of us now is very similar to that sent us by Ehrsam in respect to size and style. On the front page is a tribute from theatre employes to Mother in honor of Mother's Day. We sincerely hope that other theatres used their program covers for so worthy a tribute.

Walker Noble, of the Fine Arts Theatre, Westport, Conn., is a new member of the Program Exchange. His program is printed on yellow stock, just a little heavier than regular paper. Across the top is the theatre's name and institutional information. Then come two 3½-inch columns of program listings for the month to come. It's a plain program—nothing pretentious—and probably very reasonable to print. But Noble's purpose—to have patrons "tack this up for your convenience"—in all probability is served. It's simple, yet effective.

It has been some time since we last heard from Harold Grott, skipper of the Met Theatre, Baltimore. But he's back again with some good little programs. On one of them he devotes the cover to Whistler's Portrait of his Mother, together with this impressive caption: "Mother, with her smiling face; Mother, with her kindly heart, always has a special place in affection, set apart. So today with love sincere you're remembered, Mother Dear." Harold, keep sending us and all members your programs.

And now let's go out where the tall corn grows—out to dear old Iowa. There we find a new member, E. T. Landis, manager of the Princess Theatre. What, no programs, E. T.? Members, start shooting 'em at Landis and prove to him just how attractive and beneficial programs can be; how they can improve his business. Once he sees the several different styles, we bet it won't be long before he's issuing his own.

Have you ever been to Springfield, Mass.? If you go there this summer, stop off at the Arcade Theatre and ask Norman T. Prager to let an old STR Program Exchange member take a gander at one of his programs. Norman, by the way, is another new member. We have a couple of his publications on hand here, one of which has an institutional message on the front we think is so worthwhile that next week we'll reproduce it.

Our journey must end here. But in a few days we'll embark on another one. Until that time, keep exchanging.



Isn't This Cover Bully?

Lee Levy, manager of the Carlton Theatre, New York, lets his patrons know that the attractions listed in his program are really good, and that he says so with all sincerity. Of course, the bull has his place in the barnyard; but if an enterprising showman like Levy wants to place him on a house program, certainly the bull won't object, and neither will we. It's another fine example of the unusual in front page ideas.

New Members Added This Week

E. T. Landis, Princess Theatre, Monticello, Iowa
Norman T. Sprager, Arcade, Springfield, Mass.

—Your Application Blank—

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....

Money Dates

JUNE

25th

NATIONAL DISPLAY WEEK. Sponsored by the International Association of Display Men, DeSoto Hotel, St. Louis, Mo. This should certainly be a banner week for you to get displays of all kinds in merchant windows and you should make it a special point to get plenty of attractive displays in your lobby.

VIRGINIA ADMITTED TO THE UNION, 1788. This is a day worthy of gala festivities in the Old Dominion.

26th

NATIONAL SWIM FOR HEALTH WEEK. Sponsored by the National Swim for Health Committee, 122 East 42nd Street, New York City. Here is a chance for you to stage a bathing beauty contest on your stage with local celebrities as judges. Make tieups with stores selling beach accessories. Statements regarding the healthfulness of swimming can be obtained from local physicians, Y.M.C.A.'s, the Health Commissioner and others.

AMERICAN TROOPS LANDED IN FRANCE, 1917. This event can be tied up with any war picture and with current newsreels, the March of Time and other topical subjects.

28th

TREATY OF VERSAILLES SIGNED, ending the World War 1919. As this is the 20th anniversary, the day should be given some attention this year. Newsreels of the current European situation can be tied up to the signing of the Peace treaty with maps in the lobby, etc.

JULY

1st

DOMINION DAY IN CANADA. This is a great day in the land of the Maple Leaf and as important to Canadians as Independence Day is to us, a few days later. Theatres everywhere should play a picture with a Canadian background, invite local Canadians to attend the show and make an important day of the occasion.

FIRST AIR MAIL, New York to Chicago, 1919. Here's a day worthy of note. Only 20 years ago the first air mail in the U. S. was flown. Get early airmail stamps and envelopes for display and make an occasion of the anniversary by tying up with airlines serving your city.

Showmen's Parade

DAVID L. FREEMAN, manager of the Strand in Syracuse has been transferred to the Strand in Rochester. His brother CHARLES manages a rival house in the same city.

W. O. FISHBACK has stepped out of the managership of the Colley Theatre, Norfolk. He is succeeded by STANLEY WILLIAMS, who has held the post of house superintendent.

ROBERT ETCHBERGER, who has been assistant manager of Loew's State, Norfolk, has been shifted to the Century Theatre, Baltimore, in the same capacity.

H. T. GRISSOM, Jr. has been transferred from the Rosalee Theatre, Norfolk to the Elton in the same city. C. A. WAYNE has been promoted from assistant to manager of the Plaza and JACK DAVIS from assistant to manager of the Rosalee, succeeding GRISSOM.

Selling the Picture

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Broadway Serenade	April 1
Captain Fury	May 20
Dark Victory	April 22
Flying Irishman	March 11
Gunga Din	Jan. 28
Hardys Ride High	April 22
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Idiot's Delight	Jan. 21
Jesse James	Jan. 21
King of the Turf	Feb. 25
Little Princess	Mar. 4
Lucky Night	May 13
Made For Each Other	Feb. 18
Man of Conquest	April 29
Only Angels Have Wings	This Issue
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	March 18
Stand Up and Fight	Jan. 7
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Tail Spin	Feb. 4
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Topper Takes a Trip	Jan. 14
Union Pacific	May 6
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Zenobia	Mar. 18

"Dark Victory" Accorded Smart Selling by Boucher

We never asked Frank Boucher, but we're willing to bet his middle name is "Showmanship." But whether it is or not, he certainly lives up to the term. Few days go by without receiving from him the details and material for many unusual stunts he used for an attraction at the Glove Theatre, Gloversville, N. Y.

Take, for instance, some of the things he did to promote the showing of "Dark Victory" in his community. Some of the attractive heralds issued by Warners were purchased by Frank and distributed widely. Their cost was evidently more than paid for by a large ad appearing on the back.

To get the reaction of his patrons to films like this Bette Davis starring vehicle, Boucher gave post-card size cards to those leaving the theatre after having witnessed the picture. At the top were the words, "Here's What I Think of 'Dark Victory'." Just below were lines on which patrons wrote their comments, and at the bottom was space for the name and address, together with the line, "We Would Appreciate Your Comment." To us, this seems like a swell stunt, because lots of people like to consider themselves critics, and most of them won't take a chance of "showing themselves up" by writing an adverse reaction. We'd like for Frank to send us some of the comments.

In cooperation with a beauty parlor, he distributed fan photos of Bette Davis, with the firm's ad on the back. Each photo also had a number. If the number was posted at the beauty salon, the holder received a pass to see "Dark Victory."

Frank, are you *sure* your middle name isn't "Showmanship"?

Passes for "Paris" Stamps

In advance of his showing of "Paris Honeymoon," Manager Everett R. Erickson, on the Ogden Theatre, Chicago, placed a one-sheet in the lobby with this copy: "Free! Two passes to each of the first ten persons bringing to this theatre a canceled stamp from any city in the United States named Paris, or from Paris, France."

"Streets of N. Y." Sets New High In Selling

A front-rank campaign that set new space-getting and ticket-selling marks was engineered on behalf of Monogram's "Streets of New York" engagement at the Strand Theatre, Atlanta, Ga., by W. T. Murray, manager, and Sidney Dell, publicity director.

The southern premiere was greeted by an all-angle newspaper campaign that was warmly-received by city, radio and sports desks as well as amusement desks.

W. Ray Johnston, Monogram president, arrived to face a battery of interviewers who recorded his words for press spreads which included photographs and words of praise for the film. Two-column cuts topped column-length accounts for Mr. Johnston's opinions.

A telephone interview with Jackie Cooper, star of the film, broke in the hard-to-crack *Atlanta Journal*. A three-column art spread accompanied a by-liner's conversation with Cooper, who spoke from Hollywood.

Classified Ad Contest

In a five-day classified ad contest, "Streets of New York" derived 45 inches of free space. An indication of the interest aroused by the contest is furnished by the 1,400 responses counted by the newspaper.

A local youngster, Buddy Pepper, who played a role in the film, became a matter of great public interest as a result of varied and interesting interviews and photographs.

A fifteen-minute radio program was aired by WATL, leading local chain outlet. The broadcast was timed to break at peak listening hours of the evening previous to the opening of "Streets of New York." Radio columns gave generous mention to the event.

A tie-up with the classified section of the *Atlanta Journal* resulted in four days of free two-column, seven-inch ads. Another tie-up with the same newspaper's lost and found column brought seven days of free one-column, two-inch ads.

Several thousand tabloids were distributed in the schools of Atlanta, and a special screening was arranged for 250 members of the Atlanta Boys Club, sponsored by editors of two daily newspapers. The screening received extensive press mention.

Included in the prominent posting throughout the city were 16 twenty-four sheets. The theatre front was attractively composed and included large-size poster cut-outs and original layouts.

On the theatre pages of the dailies, the film was impressively publicized in dominating art and stories.



Young Cartoonists Draw "Blondie"

Children under 16 years were invited to compete in Harland Rankin's recent "Blondie" art contest in conjunction with the showing of one of Columbia's series of comedies based on the cartoon character created by Chic Young at the Plaza Theatre, Tilbury, Ontario, Canada. The above sketches weren't winners, but they're still "Blondie." Why not heed Rankin's tip and try this contest in your town?



Six Different Styles of Cut-Out Standees

Highlighting a list of business-building items being put out by RKO Radio Pictures for "The story of Vernon and Irene Castle" is a series of six novel cutouts revealing Fred Astaire and Ginger Rogers performing different dances. Each is 18 inches high, printed in full color and equipped with an easel-back. Although the cutouts, three of which are illustrated here, vary in shape because of the different dance steps, there is a uniform imprint space at the top of each so that the one type-set can be used to imprint complete sets.

Only Angels Have Wings



But You've Got Lots Of Swell Angles For A Glorious Campaign

An STR Showmanalysis

(REG. U. S. PAT. OFF.)

THAT "Only Angels Have Wings" is the kind of entertainment audiences relish has been established by the fact that it was held over for a second week at the Radio City Music Hall. Not many pictures can get a second week at this giant theatre. Local newspaper critics heaped adjectives of praise on it, too.

Therefore, you know right from the start you have something big to sell your patrons. However, were you not aware of this, surely the combined talents of Cary Grant and Jean Arthur, Director Howard Hawks, and Jules Furthman, who prepared the screenplay, would be sufficient evidence of the film's meritorious quality.

Hailed as "a thrilling romantic adventure," "Only Angels Have Wings" has as its locale the Andes and the Pacific tropics —a locale which, if our memory is correct, has never been touched by other aviation stories. And it marks the return to the screen of Richard Barthelmess, who has been absent much too long. A glance at the cast and credits box should be sufficient to convince you that a splendid cast enact the various important roles.



The 6-ft. standee can be placed in hotels, restaurants, bank lobbies, windows and many other conspicuous spots. Better order several of them now.

Now — considering that the picture's entertainment merits have already been established—surely that should be enough of an incentive to get you started on your campaign. Even a study of the cast and credits, for that matter, would be enough to get the writer off on the right track. But Columbia has gone farther than that in the interests of showmanship. A campaign contest, with $4,000 in prizes, has been inaugurated as an incentive to all theatre managers and advertising men to develop extraordinary campaigns. No matter where you live, no matter what the size of your community, you are eligible to enter. Prizes will be awarded strictly on the merits of the campaign. The first prize will be $1,000 (think what you could do with that much money!), while ten other awards of $300 will be made for the next ten best campaigns.

We wish we were an exhibitor. Would we try for one of those prizes! Don't think for a moment that you've got to spend a lot of money; that's a gross misconception. It isn't what you spend that counts; it's what you do. The more you can promote gratis, the better will be your chances of winning. But don't think of your campaign in the terms of trying to do something merely for the reward there may be in it; try to think of it, and plan it, as a campaign in which you will do everything possible to create maximum attendance for your engagement of "Only Angels Have Wings."

General Campaign Suggestions

In this Showmanalysis space limitations will prevent us from going into complete details about every stunt. We shall make suggestions for the general outlining of your campaign from the time you set your date until the film has begun its engagement. Naturally a lot of ideas you feel are important may be missing; but we feel sure you'll get enough of a general slant to start you on your way. Your own ingenuity will come to your assistance more than once, and associated with this Showmanalysis and the giant press book, the combination should be ample to put you off on the right track so, the first thing you'll do is start running the teaser trailer about two weeks in advance. This is the kind of picture which permits splicing the trailer between subjects in the newsreel. Then try to get mention of your booking in the daily press. If there's a columnist, get him to comment on it. In your ads, use an underline something like this: "Some people have automobiles—but 'Only Angels Have Wings'." And here are a couple of others: "The N. Y. World's Fair has its Perisphere and Trylon—but 'Only Angels Have Wings'"; "The San Francisco World's Fair has its Treasure Island—but 'Only Angels Have Wings'"; "Niagara Falls has its famous Honeymoon Bridge — but 'Only Angels Have Wings'"; "India has its Taj Mahal —but 'Only Angels Have Wings'." You can easily add to these lines. Perhaps there may be some special feature your city boasts which could be included, such as "Blankville has its beautiful new highway—but 'Only Angels Have Wings'." Remember, too, that these lines can either be used in your current ads or can be made into teasers, one to run on a page. They'll create plenty of curiosity, believe you us.

To the left is an ad element that could be used as a guide for front or lobby display.

Now let's get down to regular exploitation essentials. Placing a display in your lobby, running your regular trailer a week before the picture opens, getting out a wealth of posters, contacting your mailing list, planting stories in the newspaper, and performing many other regulation stunts essential to good exploitation, are activities you'll naturally perform without our suggesting them to you. Therefore, we'll dwell exclusively from now on with street ballyhoo, contests,

Here Are Your Cast and Credits

Geoff Carter	CARY GRANT
Bonnie Lee	JEAN ARTHUR
Bat McPherson	Richard Barthelmess
Judith	Rita Hayworth
Kid Dabb	Thomas Mitchell
Dutchman	Sig Rumann
Sparks	Victor Kilian
Gent Shelton	John Carroll
Les Peters	Allyn Joslyn
Tex Gordon	Donald Barry
Joe Souther	Noah Beery, Jr.
Lily	Melissa Sierra
Dr. Lagorio	Lucio Villegas
Hartwood	Forbes Murray
Felice	Cecilia Callejo
Mike	Pat Flaherty
Pancho	Pedro Regas
Baldy	Pat West

A COLUMBIA PICTURE

Produced, Directed and Original Story by HOWARD HAWKS. *Screenplay by* JULES FURTHMAN. *Musical Director,* M. W. STOLOFF.



Here's a hanger for door knobs and autos. Why not make up cards like it to place on telegraph poles and main traffic lights?

merchant tieups, and other stunts.

What can we do in the way of a contest? Well, there are some swell ideas in the press book. Suppose we add another or two. Suppose we take the title as a basis for a game to be played by newspaper readers. You could have them see how many words they could get out of it. Or you might specify that only names of motion picture players could be taken from the title for one's entry to be considered for a cash prize. No matter what your requirements, so long as one must form words from "Only Angels Have Wings," you have a contest that will send a lot of readers scurrying around in an activity of research. It has just occurred to us that the names of famous pilots might be derived. Anyway, it's an idea you won't want to pass up, so jot it down.

We like the cooperative page suggestion in the press book. The streamer at the top says that "Not 'Only Angels Have Wings' . . . Money Flies—Unless You're Wise!" Then follows several ads from different types of merchants. We want to impress on you that this is one of the best forms of promotion—one that you should by all means include in your campaign. If we were a judge, we'd hesitate in judging a campaign complete unless it were included. Besides, it means window tieups, too.

Ask Public These Questions

Complications pile on each other in the story as enemies meet. Suppose your brother had been killed through another's negligence, and you were to make a flight with the person responsible. What would you do? Would you avenge your brother's death? What possible circumstances might arise that would cause you to forgive your enemy? These are questions you can point at the general public in a short letter contest, the person writing the most logical and convincing letter in answer to the questions to receive a handsome cash prize.

To a lot of us, and the writer is no exception, South America is somewhat of a land of mystery. Although it is so close to us, few of us know more about its geographical features than those of Europe and Asia. For this reason, school geography classes should be more than willing to tie up with you. Several questions might be prepared concerning outstanding features of the continent, and given to students as a special test. Those passing the grade would get extra points added to their semesters' average, and in addition would receive a cash prize from you. You could make it a requirement that the picture would have to be seen before any student would be eligible to participate in the test. And even if a student happened to fail, nothing should be subtracted from his scholastic standing.

The poetry contest in the press book brings to our mind the idea for another. Let the budding poets in your community enter a contest to see who can write the most stanzas for a poem in which the rhyming words must correspond with "wings." Of course, "wings" doesn't have to be used in every line; but in the second and fourth lines of each stanza the rhyming word must be something like "sings," "things," "rings," etc. Entries, aside from the requirements, should be judged according to the cleverest and most original poem.

"Winged" Aviator Street Stunt

There's a "wings" idea good for a gag street stunt, too. Get a man to dress as an aviator, and attach a pair of large white wings to him. He carries a sign which reads: "There's something wrong with me." When crowds collect around him, he reveals a hidden sign or scroll to the effect that "Only Angels Have Wings," and that only at your theatre can onlookers see the stirring adventure epic co-starring Cary Grant and Jean Arthur.

An automobile rigged up as an airplane is always effective street ballyhoo, even if you've used it before. A parade with the local drum corps and several pretty girls could be staged opening day.

Although, as far as we know, there is no national tieup with the manufacturers of "Wings" cigarettes, it's possible that you could induce your local jobber to go along with you on window displays for drug and cigar stores. The basis for the tieup could be that "it isn't true 'Only Angels Have Wings'—folks who enjoy a cool, clean smoke always have 'Wings' . . . if you haven't tried them, step in and buy a package now." Since this is our own suggestion, and inasmuch as there may be hindrances to such a tieup, we suggest that you get full permission from your "Wings" cigarette jobber before proceeding with it.

Need we tell you the value of these stunts?—airplane model contest and display, sky-writing, dropping free passes from the sky, dressing your ushers as aviators, plastering the town with poster accessories, distributing the beautiful rotogravure heralds available from Columbia—well, there are so many we haven't room to list them here. We're sure you'll include 'em, however.



A Smashing Ad Layout

This is only one of the many ads, but it's typical of the electrifying catchlines and vivid illustrations to be found in the entire group. Romance? Adventure? Epochal thrills? Star drawing power? Not an angle is missing in this smashing layout. And what goes for it, goes for all the other ads.

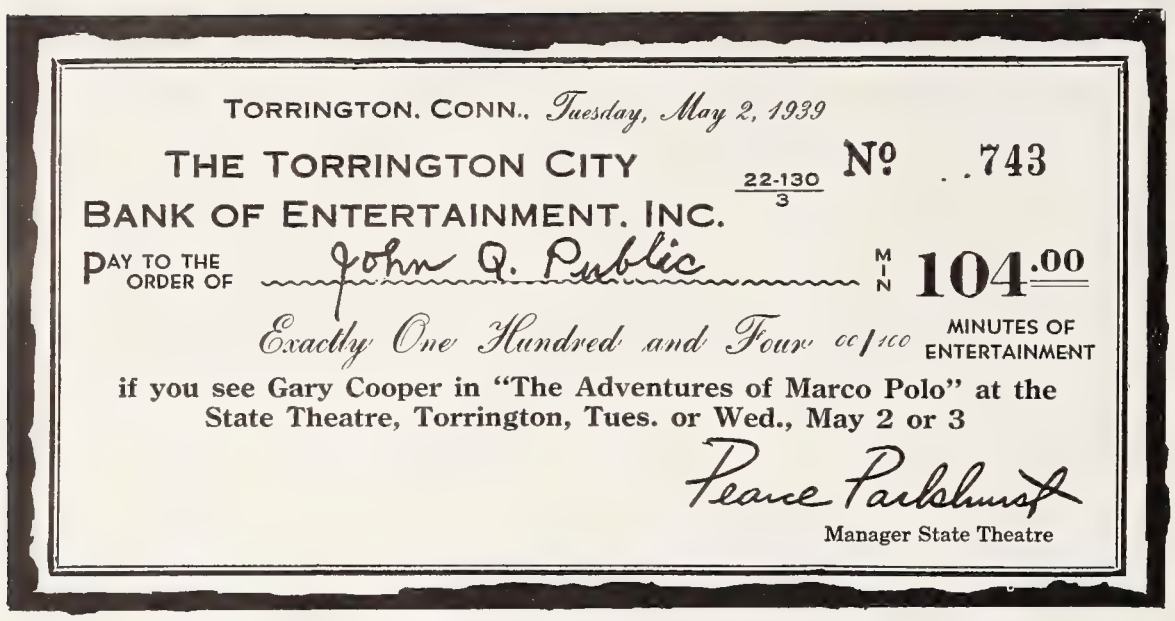
Get action, adventure and romance in your front displays. On page 7 in the press book you'll see an animated flasher display which you can rent at a nominal fee from your Columbia exchange. If you wish to arrange your own, use the illustration as sort of a guide. Large cut-out heads of Cary Grant and Jean Arthur against a background of flying planes and a majestic, snow-capped mountain would make an ideal display for the sidewalk or for the marquee. Cardboard airplanes suspended from the marquee, or a miniature plane animated so as to whirl around and around would attract attention.

You have every incentive to put over a smashing campaign. Get busy now, determined that first of all you're aiming for the best grosses your theatre has had in months, and that you'll win one of those big prizes.



Grab These Photographs For Cooperative Windows

For sure-fire window displays, these stills are just what the smart showman ordered. At the extreme left are bride's apparel and music store tieups; in the center are stills on swim suits and women's sport wear, while looking at you from the extreme right are possibilities for cooperative windows from men's and women's shops. Your campaign won't be complete without these promotional aids. Always bear in mind that if you get a window, you're also likely to get a plug in dealer ads.



You Can Use This On Any Outstanding Film

When the Samuel Goldwyn-United Artists release, "The Adventures of Marco Polo," played the State Theatre, Torrington, Conn., Manager Pearce Parkhurst distributed checks to his patrons—checks not for cash, but for 104 minutes of entertainment. Your local printer can fix up this novelty for you, too; but be sure that the amount of the check is the running time of the film you're advertising.

Campaign Slanted For Fair and Fleet Visitors

Including special slants aimed at the first influx of World's Fair visitors and members of the U. S. Navy fleet which steamed into New York in time for the opening, the exploitation campaign for "Streets of New York" at the Globe on Broadway made effective use of the film's showmanship ingredients.

Network commentators came through with generous words for the film with George Fisher, via the Mutual chain, and Kate Smith, over the Columbia outlets, making special recommendations. Station WNYC broadcast a half-hour dramatization of the film with advance spot announcements building interest in the airing.

Several juvenile organizations made group trips to the theatre. The streets from which the picture got its name bore ample testimony to the playdate. In the Times Square district there were three window displays featuring the World's Fair compact tieup and playing up Marjorie Reynolds, who is featured in the production. They were spotted in prominent locations by Whelan Drug Stores.

All hands on board ships of the fleet were advised of the film's general merit and, particularly, of its basic Americanism theme. Ship bulletins carried a YMCA headquarters letter strongly endorsing the film.

In leading hotels 10,000 special tabloid newspapers were distributed to guests, and lobby listings were obtained. A giant-sized telegram plugging the picture was displayed at the Greenwich Village Casino, prominent local night club.

In addition to amusement page spreads, the women's page of the *Journal-American* carried a three-column cut of Marjorie Reynolds. Several exceptional art breaks were added to amusement page quotas.

The theatre front was an eye-catcher, employing bright, original art and poster cutouts. Over the marquee and extending along the building front right to the top was a multi-colored giant banner dominating Broadway at that point. Paul Benson was the exploiteer.

That's what we call taking advantage of every opportunity in selling a show.

The Key to Bigger Box Office Grosses!

"Chick" Lewis presents

ENCYCLOPEDIA OF EXPLOITATION

(SECOND PRINTING)

by Bill Hendricks and Howard Waugh

PRICE $3.50

Cash, Check or Money Order. (No C. O. D.'s). For Canada add 25c.

SOLD ONLY THROUGH

1501 Broadway SHOWMEN'S TRADE REVIEW New York City

The Box Office Slant

The Gorilla

(Continued from page 9)

cram more of their crazy antics into what should be one of their best box office pictures. It should please all their fans especially the kids. With good sound support from a hefty cast of marquee names of Anita Louise, Patsy Kelly and those three grand menaces, the Messrs. Atwill, Lugosi and Calleia, it was no trouble at all for Director Allan Dwan to keep up a snappy pace for the entire sixty-five minutes. Harry Joe Brown left little to be desired from the production standpoint. If there is a Zoo in town try to get the loan of a cage and gorilla for lobby display. Blow up newspaper scareheads with headline "The Gorilla is at Large." "Reward for capture of Gorilla." For street ballyhoo have three boys parade in vicinity of theatre with signs reading "If you want to see us capture the Gorilla—Follow us to the.....Theatre."

OUTSTANDING: The three Ritzes and Patsy Kelly.

Catchline: "The Gorilla will give you more fun than a barrel of Monkeys."

(FAMILY)

The Zero Hour

(Hollywood Preview)

Rep. Drama 62 mins.

Good Entertainment In Rather Familiar Theme Makes Suitable Companion Feature

(National Release Date, May 27)

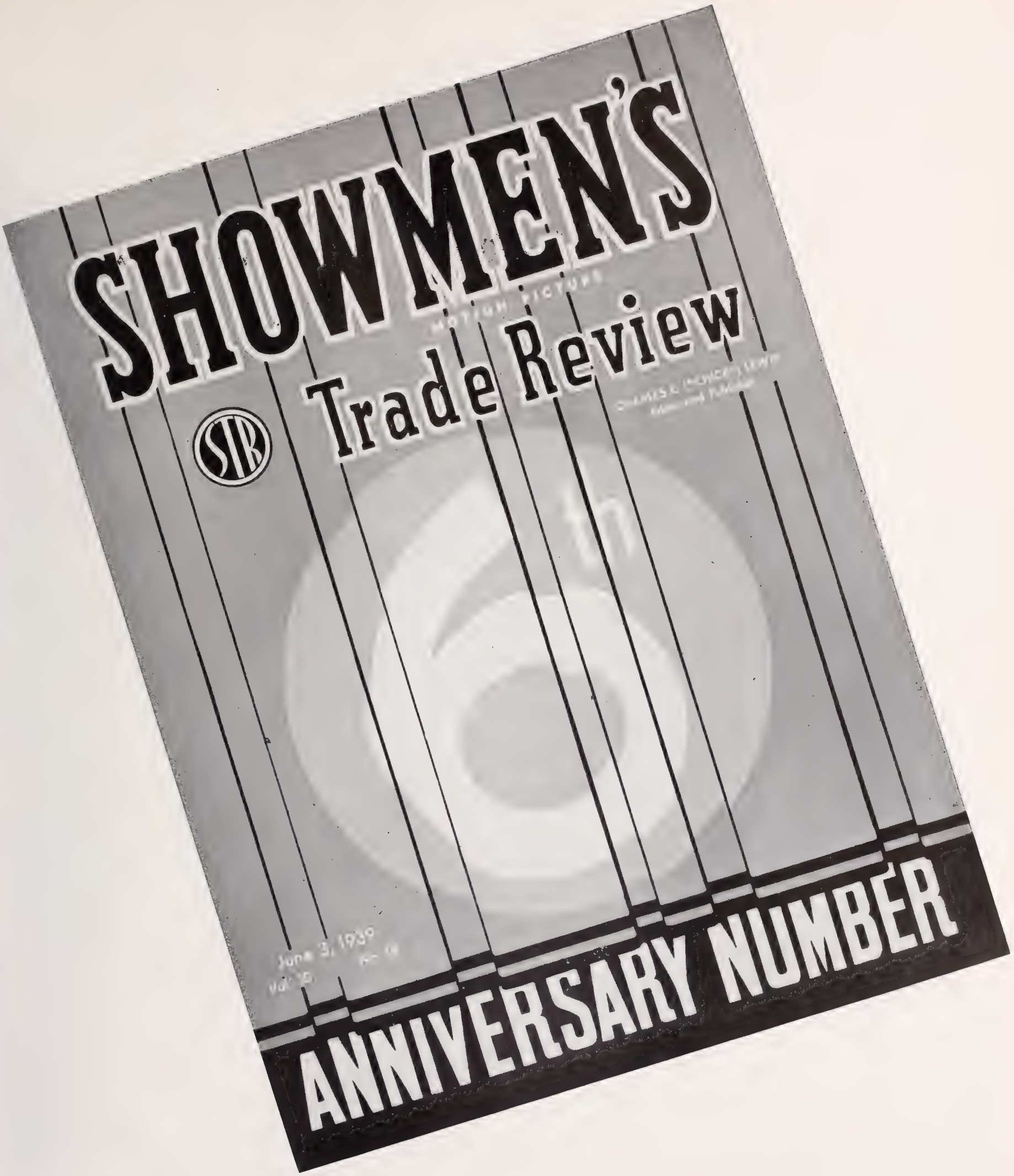
Cast: Frieda Inescort, Otto Kruger, Adrienne Ames, Don Douglas, Jane Darwell, J. M. Kerrigan, Ann Todd and others. Original screenplay by Garrett Fort. Directed by Sidney Salkow. Associate Producer, Sol C. Siegel.

Plot: Frieda Inescort has achieved recognition and success on the stage under the tutelage of Otto Kruger, a producer. Kruger is paralyzed for life in a motor accident the night they are to be married. Frieda remains loyal to him for many years, even though Kruger refuses to marry her because he feels it is unfair to chain her down to an invalid. She decides to adopt a little girl from a foundling home, but the child has been asked for by Don Douglas. In order to be near the child, Frieda sees a great deal of Douglas and they finally fall in love, but she refuses to marry him because of Kruger. When Kruger learns of this sacrifice, he releases her by rolling his wheel chair off the roof of the building.

SUMMARY: Republic has packed plenty of entertainment into a not unfamiliar theme by giving it first rate troupers, good production values and splendid direction. The picture has enough suspense and heart tugs to satisfy the average audience and should make a fine companion feature on any bill. Frieda Inescort and Otto Kruger head an excellent cast and turn in splendid portrayals. The direction, by Sidney Salkow has been carried along at a fine pace and Sol C. Siegel has given the picture careful production assets. Invite inmates of an orphanage to a special showing, sponsored by local newspaper, and arrange transportation with bus or taxi company, placing banners on each vehicle advertising the picture. The title lends to many novel teaser ads.

OUTSTANDING: Sidney Salkow's direction.

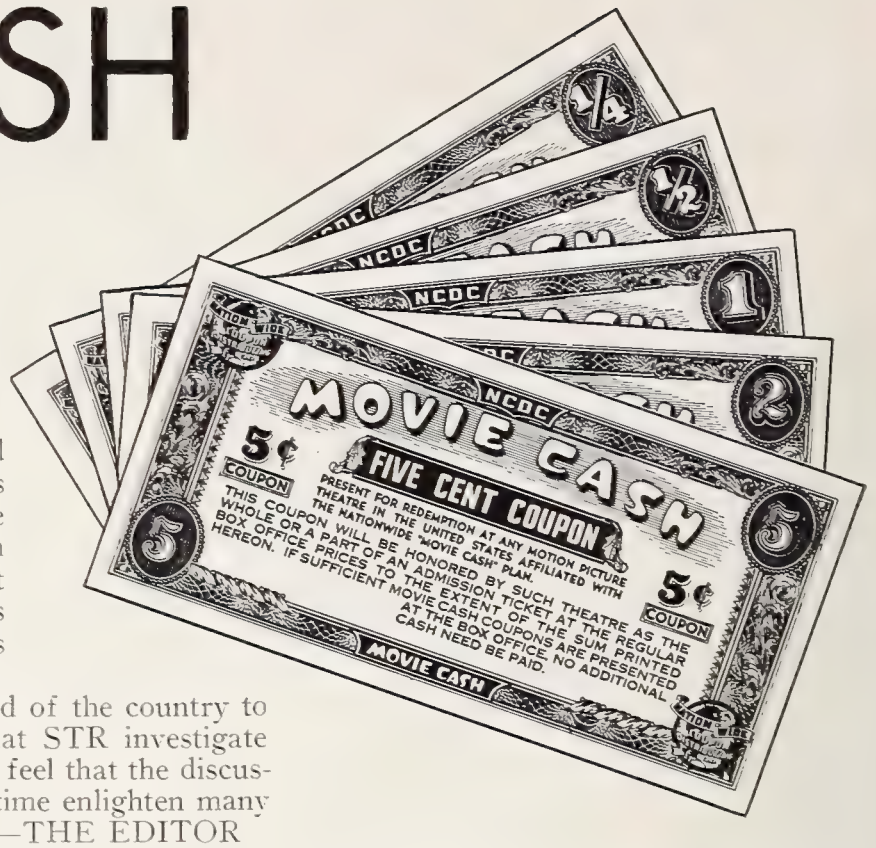
Catchline: "His final message to the woman he loved." **(FAMILY)**


SHOWMEN'S
MOTION PICTURES
Trade Review
ANNIVERSARY NUMBER

NEXT WEEK

MOVIE CASH

What Is It? How Does It Work?



A few months ago a plan known as Movie Cash was conceived and began to attract attention throughout the country. It was assumed by many at first that here was "just another gag," game or gadget devised to separate the exhibitor from his money. On close investigation, however, it was found that here, for the first time, was a clean and legitimate idea whereby box office receipts would benefit without cost to the exhibitor. Furthermore, it was found he had nothing to lose, everything to gain.

Now that the plan is attracting so much attention from one end of the country to the other, and in view of the requests from countless showmen that STR investigate and apprise them of its practicability as a business stimulant, we feel that the discussion devoted to it here will serve that purpose and at the same time enlighten many others who have had no information on the plan. —THE EDITOR

IT SHOULD be pointed out that whereas other ideas often meant selling meaningless gadgets, Movie Cash enables the exhibitor to sell what he prefers most to sell—his theatre and the entertainment it offers the public. If you feel you've been drifting along; if you feel you'd like to get back in show business once more, it is our honest opinion that this plan points the way.

Your first concern, of course, is to learn how it works; how the exhibitor, the merchant and the public are involved. Once this is known, you'll be in a position to understand the plan and have a complete knowledge of the principles involved, which include not only those already named but also the company which originated the idea.

What is the merchant's role? Well, at present Movie Cash is available to only one in each line of business; that is, one druggist, one gasoline station, one bakery, etc. The plan, however, may be sold to any and every merchant who wishes to participate. Issued in five different denominations, ranging from a quarter of a cent up to five cents, each a different color, the coupons are made available and sold to merchants in each community, town or neighborhood.

With every sale he makes, the merchant gives the coupons free to each customer. The ratio in which he gives them is controlled by the merchant because of differences in profits or mark-up. For example, whereas one merchant might give away five, ten, fifteen or more cents worth of coupons for purchases amounting to, say, 25c, 50c, 75c, or whatever he chooses to make it, another might only give half that value in coupons. It all depends on the merchant. He may, if he wishes, double the amount given away on a certain day in order to stimulate business on that particular occasion or for special sales. In other words, during regular week-days he may give ten cents worth away for purchases of a certain amount, while on Saturday, for that same purchase, he may give twice as many.



This brightly colored display, five feet high and three and one-half feet wide, explains the Movie Cash plan in word and picture, and stands in the lobbies of Movie Cash theatres. It carries a panel for the names and locations of your participating merchants.

Advantages For Merchants

In return for his participation in the plan, the theatre where Movie Cash is accepted in part or full payment for the purchase of admission tickets, gives the merchant lobby mention. The theatre may also, at its option, give him credit on the screen. The merchant need have no worry about requests for the coupons decreasing, for it stands to reason that since they are redeemable by the public for admission to the theatre, there will be every effort made to secure them. And as he distributes circulars, places banners in his windows, and makes it known via newspaper ads that at his store the public may obtain the coupons for their purchases, his business is certain to show an appreciable increase.

Nor should we forget that he gets valuable word-of-mouth advertising by virtue of the fact that customers receiving coupons will tell their friends. Another advantage to the merchant is that giving Movie Cash provides an excellent reason for people to continue shopping at his establishment. By the same token, it attracts business that would ordinarily go to his competitor. Unlike competition between theatres, where each house runs a different picture, most merchants sell the same products at about the same prices. For this reason, the added inducement of the coupons means the difference between the customer going to the Movie Cash store or to his competitor.

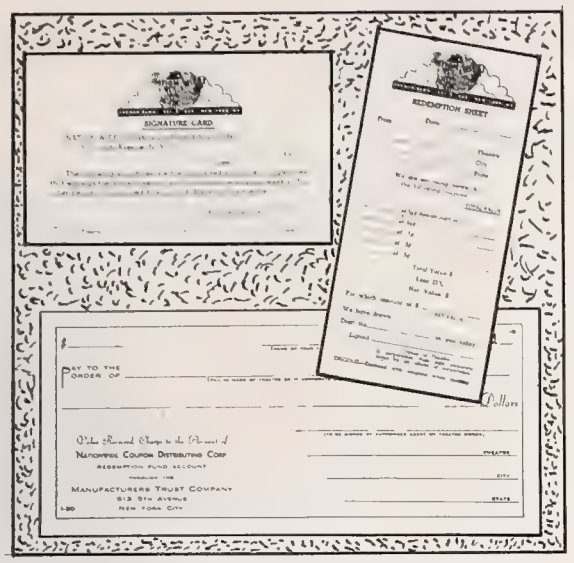
Now, let's determine just where the public comes in. Suppose Joe Doakes buys some groceries at the corner store and receives, say, 25c worth of coupons.

"Gee, I've got enough to go to the show tonight," Joe says, so later in the day he walks around to the theatre. He presents his coupons to the cashier and receives an admission ticket which he gives to the doorman. After that, we lose sight of Joe, because he's inside enjoying the performance.

Next week Joe wants to go to the show again, but finds on reaching the box office he has only fifteen-cents worth of coupons and the admission price is a quarter. Anything to worry about? Not for Joe. He digs down into his pockets for that extra dime,



Here's a cooperative newspaper ad that's bound to benefit both the exhibitor and the participating merchants. Its cost shared by the group, it tells the whole town the story.



In the upper left-hand corner is the signature card, which the exhibitor fills out at the time his Movie Cash contract is signed. At top, right, is the redemption sheet on which he records the number of coupons taken in during the week, together with the amount due him. He then fills out one of the checks provided him (bottom) and deposits it to the theatre's account. This is further explained below.

presents it to the cashier along with the coupons and presto! Joe is on his way in to spend another enjoyable evening. In this way, Joe doesn't have to wait until he has accumulated the necessary coupons; he uses what he has, plus the difference in cash.

That the average person is enabled to attend the movies more often through this plan goes without question. Perhaps in your community, for example, you've learned that many of your patrons set aside just so much for movies. They may be able to attend once a week, perhaps twice. If other matters come up to take the money that they had intended to use for amusements, or if they see more shows during a given week than they had intended, they must forego the movies for the time being.

On the other hand, these same persons must purchase the necessities of life, whether it be bread, milk, lard, sugar, drugs, or what have you? If there is a store in the community, or two or three stores, for that matter, that give away Movie Cash coupons with purchases, these people can provide themselves with those necessities while making it possible for themselves to enjoy the finest in entertainment at the theatres where the coupons are redeemed.

Benefits For the Theatre

You've probably been wondering where the theatre comes in. We'll admit we sort of used a round about way to reach you, but we felt that was necessary because of the important part the merchant plays in the plan. So now we'll get down to business about the theatre. Better still, we'll talk mostly about you, because after all, you're the exhibitor and represent your house.

According to our information, there is nothing about the plan that costs you anything. You receive the trailer, marquee valance, heralds and lobby display material from the distributor. Your only obligation is to redeem at face value all Movie Cash presented at your boxoffice at any performance on any day.

Each week, all the coupons you have taken in are redeemed through a plan whereby your theatre is paid 75 per cent of the face value. This takes place every Saturday. That there is no element of risk involved in the redemption plan is proved by the fact that the plan has been worked out in conjunction with a reputable bank in New York and through a Declaration of Trust Agreement whereby the funds from the sale of coupons are segregated and the redemption monies set up under a Declaration of Trust so that they are always kept inviolate and can be used for no purpose other than the redemption of coupons.

The theatre's benefit must not be computed on a basis of 75 per cent of the coupons redeemed because, if the admission is a quarter and the patron uses ten cents in coupons plus fifteen cents in cash, then that particular admission ticket has cost the theatre only two and one-half cents, or 10 per cent of the total admission price. On the other hand, no one will argue the point that a potential patron with an insufficient number of coupons in his pocket is very apt to go to the show anyway, since he only requires a little extra cash to admit him.

At this point we'd like to go into detail about the redemption plan. At the time you sign the contract for Movie Cash, you sign a signature card which is kept by the distributors for identification purposes. The representative gives you a book of 52 checks, one for every Saturday of the year, and a pad of 104 redemption sheets (52 originals and 52 duplicates) on which you make your report of coupons for the week.

On Saturday, you count up your coupons and separate them according to their denominations. Then you fill out the redemption sheets, being sure to indicate the number of coupons of each denomination received. Then you list the cash values and total them, subtracting 25 per cent for the net value. Having figured the net value, you make out a check to your theatre for that amount, and deposit the check to your theatre's account. You mail the original redemption sheet along with the coupons to the distributors, retaining the duplicate copy for your files. Incidentally, the signature on check and redemption sheet must correspond with that on the signature card.

In conceiving and operating the plan, those who control the rights overlooked not a single detail to make it foolproof.

All coupons contracted for by the merchants are paid for in cash. Immediately upon payment, 75 per cent goes to the Redemption Fund under the strict supervision of both the Trustees and Certified Public Accountants. Only from the remaining 25 per cent do the operating, accessory, sales and coupon costs and expenses come out.

Coupons and all details of the plan, we are reliably informed, have been legally prepared and protected in every possible manner, and while it must be assumed that imitations will pop up here and there, the fundamental plan is one that is not easy to imitate, and the likelihood of such a possibility has been practically minimized. At any rate, both the participating merchants and the theatre are given all necessary protection.



Of extra thickness, thirty inches wide by forty high, this many-colored poster puts over the Movie Cash idea in compelling words and illustrative effects. The merchant may place it in his window, on the counter or in a prominent floor position.



These important sales aids will help the theatre and the merchant: (A) silk window banner in three colors for the merchant; (B) the sturdy, rainproof banner to be displayed by the theatre; (C) the ad slug for the theatre; (D) the ad slug for the merchant; (E) the impressive advertising handbill to be distributed in the stores and at schools.

Theatremen desiring to participate in the plan can do so through the office of the company located at the nearest exchange center from which they get their films. If you have any trouble locating the office in your territory, just drop a line to STR and we'll give you the information you desire.

There are just a few more points concerning the merchant we'd like to include here before our space is gone. He is supplied with an elaborate press and campaign book entitled "The Story of Movie Cash," which contains sales helps and ideas to aid him in merchandising his product through the use of the special coupons. In addition, he receives gratis each month, a service, or bulletin, featuring ideas and stunts worked out by other merchants in other parts of the country during the preceding month, as well as the interchange of ideas. The valance he receives is a 4-foot silk valance in gold and blue; also a 30x40 silk screen process poster in four colors and an ample supply of handbills, one each of which he wraps in with each package he sells the first few weeks so as to get them in the homes.

Merchant contact men are employed by the company. These men sign up the merchant, and if he wishes, he may contact the theatre to check and verify that the coupons he may agree to distribute will be honored at that theatre.

An interesting advantage of the Movie Cash plan, in our opinion, is that it stimulates the exhibitor's business not on one or two nights out of the week, but brings in extra patronage every day. You need only make it known via the screen, the lobby and the marquee that you accept the coupons to have the folks headed straight for your box office. You may, if you wish, tie up with the merchants and run a cooperative ad in the newspaper, or help him distribute circulars explaining the plan to the public.

When theatremen were called in to pass upon every detail and weed out the weak spots, they found no weak spots. Therefore, knowing the plan must be practical, we decided an analysis of it might best serve the showmen readers of STR who have heard about Movie Cash and who are anxious to know more about it.

We hope we have made the Movie Cash plan clear to our readers. We have analyzed every detail of it in the simplest, most understandable terms we could devise — in a manner we are certain you'll easily comprehend. And yet, there may be a particular phase about which you are not sure, or you may think there is a flaw in the plan. In either case, drop us a line.

TRIPLE SUCCESS

THREE good reasons why Eastman's three new films enjoy continued success: The outstanding special features they bring to their particular jobs....The unsurpassed photographic quality they impart to every scene....The priceless assurance of reliability they give to the whole motion picture industry. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

STR PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

May 27, 1939

Quality Counts

TOUGH job, pleasing the public! But, boy, how it pays when you do. What makes the job more exacting for theatremen generally, is that there is an increasingly discriminating public to be catered to in matters of screen shows, and picture show houses. Just as big pictures with big-name casts have made the public look for more and more in show value, the more commodious and luxurious theatres of the downtown metropolitan type have made patrons everywhere more critical of theatres in which they view the films.

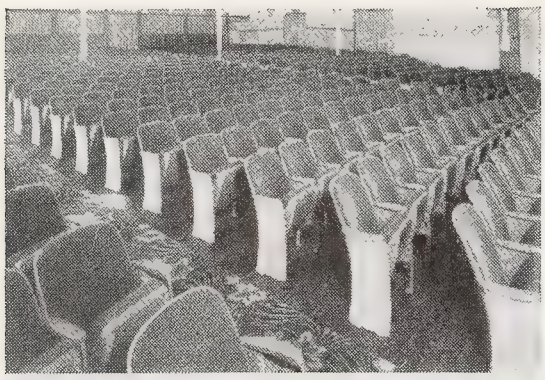
It isn't possible for every theatre to be up to the scale of magnificence, spaciousness, luxurious appointments and extensive service staffs that are a necessity in the case of the theatres in downtown areas. But the same atmosphere of quality can be achieved in the small theatre no matter how modest its proportions and more limited its space for lounges and service rooms. And it is this which the monthly Equipment and Maintenance section of this paper undertakes to make more general by practical examples of how the ideal of quality can be attained in every department of a theatre's furnishings, operation and upkeep.

The community theatre and the small town house must have this quality or see its patronage drained by the more modern and striking competitors who are within a short automobile trip or bus ride from its own ticket office. And the community theatre that has this "big town" atmosphere can go out and draw patronage from a larger area.

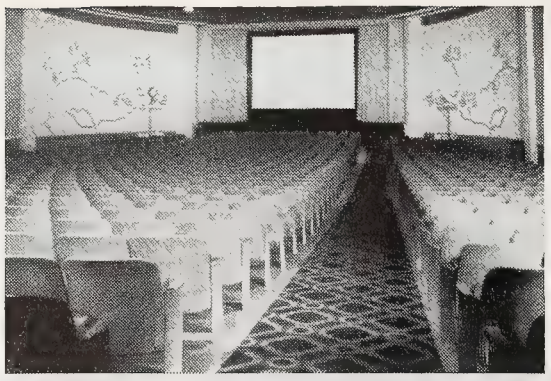
Superior projection, for example, is something on which no deluxe theatre has a monopoly. Right in Manhattan's Broadway district, in which you will find some of the most commodious theatres in the world, there is no screen where the projection is finer than at a theatre built years, and years ago—not for pictures, mind you, but for stage plays. We mean the Astor, where MGM currently is presenting "Goodbye Mr. Chips." This converted "legit" house affords its patrons a brand of projection and sound unsurpassed by any in the land.

The spic, well-groomed appearance of the Music Hall is something any theatre can duplicate — even if the magnificence and costly furnishings are not there to dazzle the eye. It's the clean, fine "housekeeping" that counts in creating the atmosphere.

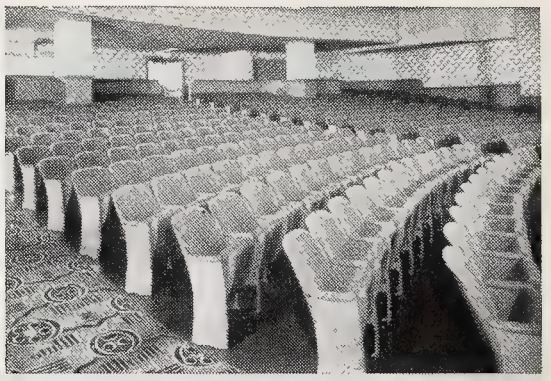
The fresh air; alert courteous attention; clean, comfortable seats in the auditorium; sanitary and well equipped wash rooms; lounges, if any, free from that grimy un-dusted look and choking air of stale smoke — and with an attractive chair that fits into the style and size of the room, a table or so ditto, a vase or good-looking smoking stand or cigaret urns with fresh clean sand in them, good lighting, color in the lobby and out front. Yes, the small theatre, the very modest little house can also have that deluxe air.



LIBERTY THEATRE, Lincoln, Nebr.—*Owners:* Westland Theatres, Denver, Colo., *Architect:* Robert O. Boller.



PARK THEATRE, Indianapolis, Ind.—*Owners:* Meloy Brothers, *Architect:* Maurice E. Thornton.



NEWSREEL THEATRE, Radio City, New York—*Owners:* Newsreel Theatres, Inc., *Architect:* John Eberson.

Your patrons will like the *Comfort and Beauty of*



AMERICAN Bodiform RESTFUL CHAIRS

You'll like their economy!

One of the points on which theatre-goers and theatre-owners agree: they like the new, revolutionary American Bodiform Chair.

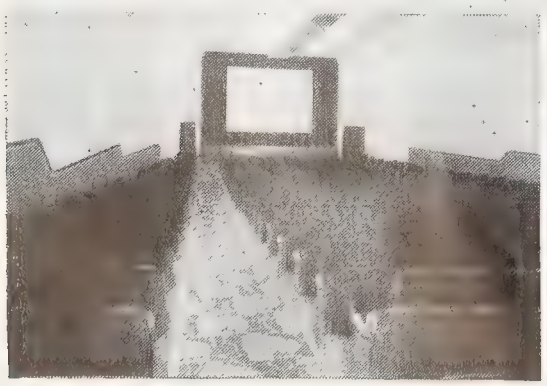
See it and you'll understand its audience appeal. Let our representative demonstrate and show why it will save you money in theatre maintenance.

American Seating Company

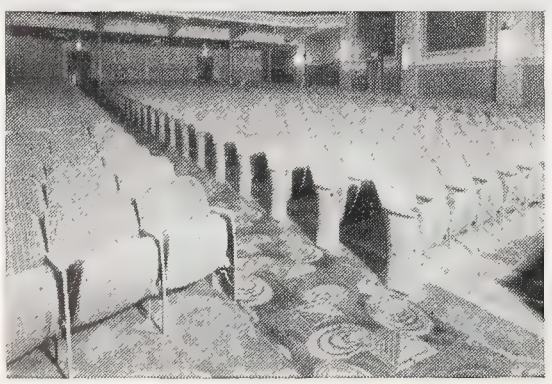
GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating. *Branch offices and Distributors in Principal Cities.*

STATE THEATRE, Quincy, Illinois—*Owner:* J. M. Ennis, *Architect:* Charles F. Behrensmeyer.



BROADWAY THEATRE, Cape Girardeau, Missouri—*Owners:* Fox Midwest Amusement Corp., Kansas City, Mo.



FOX THEATRE, Sterling, Colo.—*Owners:* Fox Inter-Mountain Theatres, Inc., *Architect:* Walter H. Simon.



Air Conditioning Vital Throughout Entire Year

For several years now the old theatre has received its cooling benefits, however good or bad they might be, from a large exhaust fan or two, or from electric fans placed at points along the auditorium walls. Perhaps you have kept the doors open with a large heavy curtain being utilized to prevent the light from streaming in during the daytime.

This year, you declare, you are going to have air-conditioning equipment installed. It may be your mistaken conception that such equipment is used primarily for cooling the air in summer. Little thought is ever given to the fact that air conditioning is just as vital in other seasons of the year. For this reason, without the services and advice of an expert, you might install it for the summer and cease to operate it during the winter, feeling that winter operation was unnecessary. Of course, this assumption is going to the extreme, but it is nevertheless possible unless you are well informed on the subject of air conditioning.

Air Must Be Well Circulated

Rather than attempt to analyze the equipment itself, it would be well for us to tackle the subject from another standpoint—the air your patrons breathe. First of all, it should always be fresh and well circulated. Next, it must be regulated and controlled according to the temperature outside; thus, in winter, it should be heated, while in summer it should be cooled.

Then there must be an adjustment and control of the humidity, which means the regulation of the water and moisture content. This will become important knowledge to you in considering the phases of air conditioning when you remember the body has its own complete temperature-regulating system. How that system functions is strongly influenced by the humidity or moisture content. Therefore, humidity control is one of the outstanding phases of air conditioning. Finally, dust, pollen, etc., can readily be removed from the air.

When you buy your air-conditioning equipment, keep the foregoing points in mind. You'll want to know if it provides and circulates fresh air; whether it cools the air in summer and heats it in winter; whether it removes the moisture from the air in summer and adds it to the air in winter, and whether or not the equipment cleans the air. A comfortable theatre the year 'round generally means that profits will be greater throughout the year, rather than rise and fall with the advent of each season.

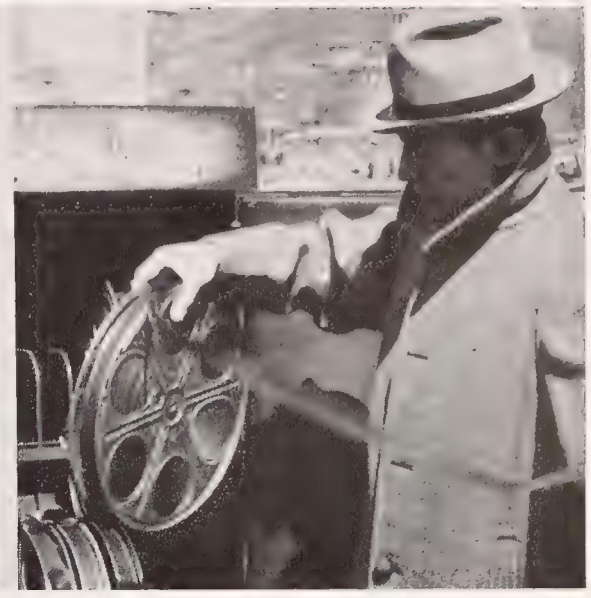
You Can Take a Vacation This Summer—Or Can You?

When you leave for your vacation this summer, we hope you can do so with a light heart, fully assured that the operation of your theatre will be in capable hands during your absence. If you've trained your assistant carefully, and if he has had the initiative to learn the whys and wherefores about this and that, you have little cause to worry.

On the other hand, if you have assumed all responsibilities, if you made it difficult for your assistant to learn, if you have felt that you and only you can take care of the hundred and one details of managing a theatre, then you'll probably forego a vacation this year.

Personally, we'd rather take the vacation.





Flames Test Film Cabinets

Under the supervision of an inspector of the New York Fire Dept., film cabinets manufactured by Neumade Products Corp., were subjected to a fire test in New York recently. Photos above show blazing gasoline-soaked wood heaped about the film cabinet, and, right, the film in perfect condition being removed from the cabinet by Oscar F. Neu, head of Neumade, after the fire had burned itself out.

MENACE OF FIRE
—Means of Reducing Hazards

NO NEED to marshal facts, quote statistics or resort to dramatization of that terror to life and property—fire. In the theatre a fire is more than a mere destroyer of property. It is a potential panic, with such irrevocable losses and tragedy as a possible result that the theatre must be alert and provided with fire-fighting equipment against all emergencies.

In the first place precaution against the possibility of an outbreak must include steps to constantly check the most common sources of fire. In the second place, equipment should be provided to cope with the fire that breaks out in spite of the most conscientious efforts toward prevention.

Outside of the projection room, the sources of fire in a theatre are little different than those existing in any public building. But the projection room is the theatre's own essential and unique property. It is therefore the business of the theatre management to be precisely informed on the main sources of fire in the projection room.

Some of the hazards are due to causes outside the projection room—prints that are not in good condition (imperfect sprocket holes, badly made patches, etc.). Of course to this latter condition the theatre may be a contributor, and it certainly is if projection equipment is worn and below par—undercut sprocket teeth, worn parts, improper adjustments on tension. The imperfect projection machine is a fire breeder, and only frequent check-ups and proper adjustments can insure that the machine that was perfect when it was installed has not become imperfect because of the "man-handling" that every machine, no matter how ingeniously designed and efficiently constructed, must undergo when it is turned over by the manufacturer to the user for operation.

It is, of course, up to the projectionist to keep the machine in shape. It is up to the management to see that the machine is kept in shape—and, also, that the projectionist's recommendations with regard to needed replacements or major repairs are heeded and acted upon. It is also up to the projectionist to check new film coming in to his booth —and to the management to see to it that the projectionist is diligent in this matter.

As to the method of being prepared to cope with the fire that breaks out—here is something the management must assume as its own responsibility. First, of course, there must be the proper equipment in the way of fire extinguishers in the right places.

Not all fires are alike. Any fire chief or insurance specialist will tell you this. There is a vast difference between the electrical blaze, an inflammable liquid fire, and an ordinary fire. The "first aid" or emergency methods used to control and extinguish a so-called ordinary fire will not be effective in extinguishing an electrical fire.

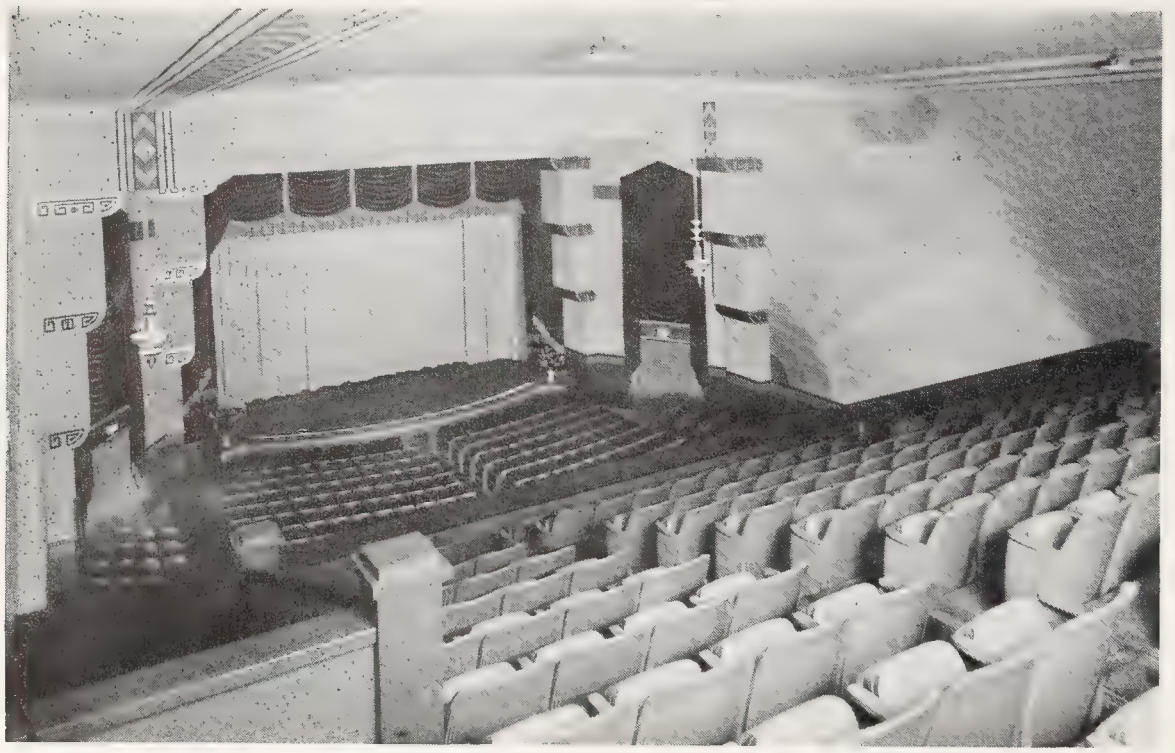
Basically, of course, there are but two ways of extinguishing a fire. These are by cooling the burning material to a temperature below its burning point; and by smothering the flames, excluding oxygen from the material. The former process is accomplished by discharging a liquid chemical over the blaze; the latter by means of a substance which forms a coating, as it were, that effectively excludes air from the fire.

The important thing is to differentiate between the different types of fire and have in those places where a particular type of blaze may occur the proper fire-fighting equipment to cope with the emergency.

In order to have the proper equipment and a staff trained to make use of it in the anticipated emergencies, it is best to consult one of the many organizations which can supply accurate information based on research and the latest developments in fire control by first-aid methods which prevent small blazes from becoming conflagrations.

The majority of theatres do this. But having done it and having installed the proper equipment, it is essential that constant care be exercised in making sure the equipment is familiar to every member of the staff, and thus is brought into use promptly and efficiently in case of fire.

Historic Theatre Goes Modern



The auditorium seats 775 on the main floor with 316 seats in the balcony. The general color scheme is pink and cream—a color note carried out in the chair standards and upholstery.



Large half-round arches divide the main foyer, modernistic in style, shown above.



A corner of the women's lounge, above, featuring novel indirect lighting effects.



Very modern in design is the lobby, shown above. Walls are broken by wide pilasters outlined with bronze mouldings. Walls are in shades of blue, with doors in dark blue.

Fox Midwest Entirely Rebuilt and Enlarged

THE recently remodeled Illinois Theatre, owned and operated in Jacksonville, Illinois, by Fox Midwest Amusement Corp., under the local management of Ralph Q. Bartlett, replaces a showhouse which had a history dating back to January 25, 1892. Built as the Grand Opera House and opened on that date, the Illinois, as it later became known, was the scene of great musical events whose stars included such famous artists as Schumann-Heink, and Walter Damrosch. It was one of the first "movie" theatres, having presented on December 17, 1896, a film advertised as a "motograph", which, the management modestly explained, was an "invention making animated photography possible."

The erection of the beautiful new Illinois Theatre represents a practically new building as well as a completely new and thoroughly modern film theatre as to architecture and furnishings and equipment. The theatre was designed by Robert Boller, architect, of Kansas City, long known as one of the foremost designers of film theatres.

Occupies Oddly-Shaped Lot

As indicated by the plot, or floorplan, on the opposite page, the theatre occupies a lot peculiar in shape, averaging 90 feet by 180 feet. The original theatre was built in connection with a hotel, the entire structure being faced with stone. In the reconstruction, the four story hotel was wrecked, and a new fireproof addition erected in its place. By removing the walls of the old theatre from the former ceiling height of 45 feet down to a level of 32 feet, the appearance of the auditorium has been altered and modernized. The reduction of the original stage from 34 feet to a depth of 20 feet, has made room for the addition of 150 seats, making a new total capacity of 1,191. The stage remains large enough to accommodate any road company traveling the country. The new auditorium is 62 feet by 76 feet long, 24 feet longer than the original auditorium.

The entrance is under a rounded tower corner feature. No vertical sign is used, but the name Illinois is prominently displayed

ILLINOIS THEATRE

Jacksonville, Illinois

Owner & Operator: Fox Midwest Amusement Corp.
Seating Capacity: 1,191
Architect: Robert Boller, Kansas City

CREDITS:

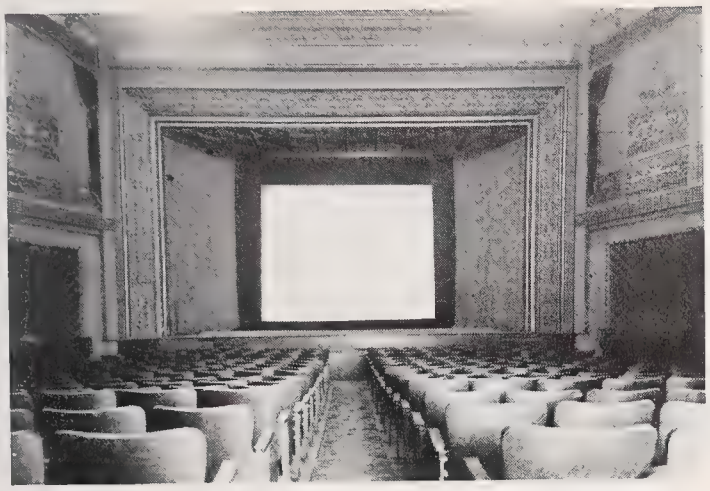
Equipment	Furnished by
SIGN & MARQUEE	Claude Neon Federal Co.
ELECTRICAL FIXTURES & DISPLAY CASES	Summerour & Devine
CARPETS	Alexander Smith Co.
HEARING AIDS	Western Electric
FLOOR AND WALL TILE	Mosaic Tile Co.
DECORATING	Kent N. Cole
CHAIRS	
Bodiform	American Seating Co.
PROJECTORS	
Super-Simplex	International Projector Corp.
PROJECTOR LAMPS	
Mag-na-arc	J. E. McAuley Mfg. Co.



OLD

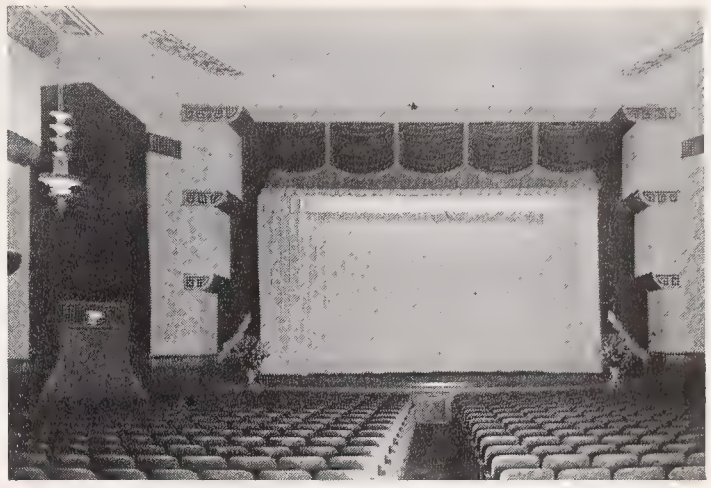
On the left, the old theatre, which originally was called the Grand Opera House, built in 1892. The theatre was built in connection with a hotel—as shown here, and below, the auditorium as it served long as a picture theatre.





NEW

Here is the remodeled theatre, inside and out. In the reconstruction the hotel was wrecked and a new fireproof addition erected in its place. On the right, the front, and auditorium of the Illinois theatre as it is today.



in the upper section of a five-sided marquee which extends around the corner so as to display on both street frontages. The corner box office is of etched glass and deep maroon colored tile, ornamented with panels of tile in shades of cream and rose, set off by insets of turquoise.

The entrance doors carry the same design used in the box office windows, with door mouldings outlined in silver. Cast aluminum, and stainless steel display frames in the vestibule are illuminated indirectly by lumiline tubing.

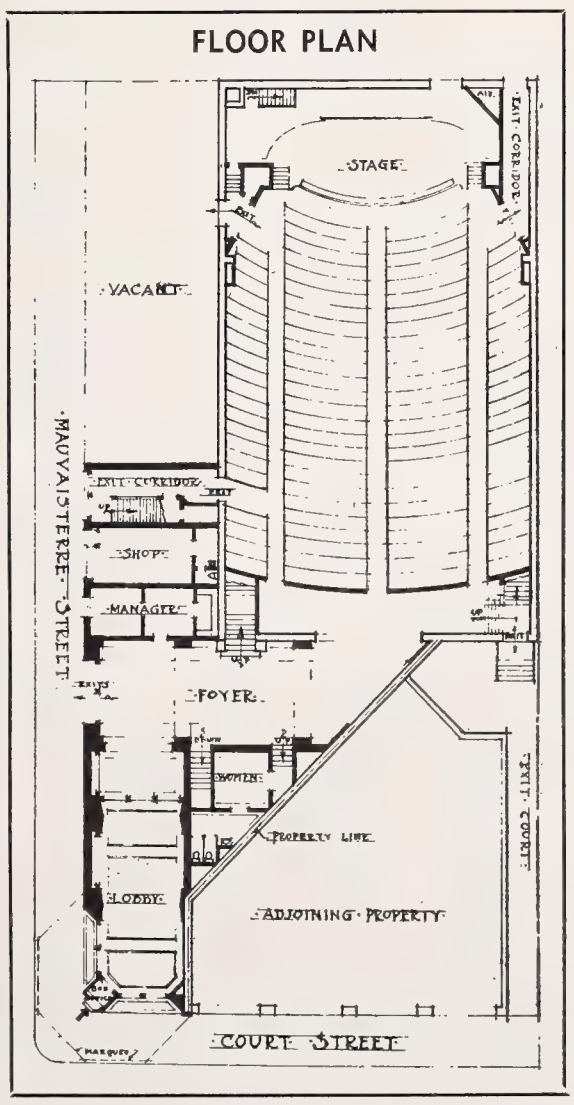
The lobby is 18 feet by 36 feet, modern in design, with walls broken by wide pilasters outlined with bronze mouldings in angular designs and horizontal mouldings lining the panels between pilasters. All trim and doors are dark blue, set off by bronze mouldings. The ceiling has beams of old gold color with area between the beams decorated in a lighter shade of gold. Lumiline tubing in semi-indirect fixtures illuminates the room.

Arches in the Foyer

The main foyer, 20 feet wide and 60 feet long, is divided by two large half-round arches, with corresponding arches at each end of the room to match. The end panels are decorated in modern effect, and the foyer ceiling is of old gold stucco with bronze high-lighting. Walls are in Chinese red large-swirled texture plaster. The men's and women's lounges are at one side of the lounge, one above the other: that is, five steps ascend from the foyer to the women's lounge, and fourteen steps descend from the foyer to the men's lounge.

The main floor of the auditorium seats 775 and 316 seats are placed in the balcony. Chairs are 25 inches in width. They are American Bodiform chairs upholstered in shell pink mohair and cavalon leather. Metal parts are coral pink with cream striping.

Auditorium walls are finished in shell pink acoustical plaster, with a large sunburst painted on either side wall. Wide corbeled pilasters at each side of the stage lead up to heavy beams overhead to form the proscenium opening.



Jacksonville has a school for the deaf and dumb. To provide for this large addition to the average hard-of-hearing groups of the population, the theatre has installed two types of hearing aids. One is of the bone-conduction type, and the other is of the air-conduction type.

The latest types of projection and sound equipment have been installed. New Peerless Mag-narc lamps, super-Simplex projectors and Ross lenses, with Western Electric Mirrophonic sound system, make up the major apparatus of the sound and projection equipment.

The projection booth is air-conditioned. Motor generator set is placed in a room adjacent to the booth. It is a thirty kilowatt set, and supplies current for three high intensity arcs, two low intensity arcs, two projectors and a spotlight.

Year 'Round Temperature Control

The air-conditioning plant, located in the basement under the stage, conditions the entire building. Year-round control of temperature is obtained by the circulation of air from 15,000 to 35,000 cubic feet per minute, controlled by a variable speed fan through a duct system distributing air to all parts of the theatre.

In winter a mixture of fresh and recirculated air is heated by passing over a coil filled with steam. During the intermediate seasons, all fresh air is used. Trane coils and Vilter compressors, condenser, and specialties are used. A cooling tower is used with the air-conditioning system.

The new theatre was constructed with union labor under a general contract handled by Smirl & Gibson, of Jacksonville.

Selection of all furnishings and equipment for the theatre was under the personal supervision of L. E. Pope, of Kansas City, purchasing agent for the Fox Midwest circuit of houses.

AUDITORIUM LIGHT
—Has Beauty and Efficiency

THEATRE owners and managers will find it well worth their while to become thoroughly informed as to the possibilities of light in the auditorium as a source of pleasing and appealing effect greatly appreciated by the mass of the public.

In the auditorium proper there are two forms of illumination. This statement, not startling or interestingly novel to the initiate in the ways and manners of the theatre, nevertheless reduces to a simple basis the whole idea of auditorium lighting. The first of the two forms of lighting is, of course, that required for utility purposes during intermission and show "breaks" at which time there are many who make their way to the doors in departure after seeing, and we hope, enjoying the show; and those coming in to begin their period of adventure and romance as the pictures unreel their spectacle and romance on your screen.

Color and Unusual Appeal

The second form of illumination serves a different purpose. It is also important. It gives color, visual appeal to the auditorium by accenting the decoration, the draperies and the architectural scheme of the theatre. The days when the auditorium was utterly dark while pictures were unreeling their romance on the screen have long since departed. Illumination during the show as well as during the intermissions is now a commonplace of the picture theatre. And thanks to the practice there are fewer trampled toes and a lesser number of disgruntled patrons as other patrons make their way to seats without bruising and jostling their fellows, to the embarrassment of both, because they had to feel their way about in abysmal darkness.

Theatres which have not been equipped originally with good decorative lighting, are surely out of luck. But they are relatively few. However, there's many an auditorium which has the equipment to be pleasing and colorful but which through neglect is tawdry and unkempt in its appearance. Charge it to neglect, lax, unforgivable neglect in keeping the lighting in condition. Dirty lamps, dust-laden cove reflectors—these are most efficient in telling the patron that the management is asleep at the switch.

Room For Improvement

But even the well-equipped and properly serviced lighting plant can be improved from time to time by the introduction of ideas in lighting which add freshness to the auditorium. A simple change of tinting of the lamps will do remarkable things in giving the auditorium a new look, or the appearance of coziness, or coolness that may be demanded by the changing seasons.

And there's many a fine decorative system that has, by those gradual deteriorations due to heaven knows what but which nevertheless end up with lamps of too high wattage being inserted into decorative fixtures through somebody's carelessness or the accidental necessity of temporary servicing. A lamp goes dead. Somebody replaces it hurriedly with one of a different wattage, and thenceforth somebody else keeps putting into the fixture a lamp similarly unsuited to the proper effect.

For Decoration Purposes

The decorative lighting is for decoration, for visual effect and enhancement of the wall surfaces, the draperies, the ornamentation. It plays no part in the utilitarian work of illuminating the auditorium during the intermission or show breaks.

The general illumination will help in clearing the theatre when the show breaks. No more firm, though courteous statement could be made to the assembled audience that it's time to get out. It whispers persuasively but without offense what the manager dare not say in so many words—i.e.: "You've had your money's worth, now please get out and make room for the people who want to see the next show."

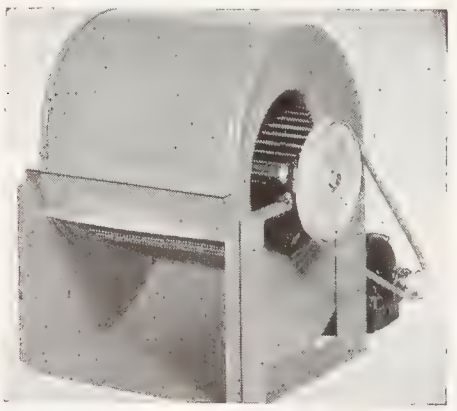
Framing the Picture

But equally important is the decorative lighting. The appeal of the auditorium decoration makes a frame for the picture in the minds of the spectators. Consequently this lighting must be distinctive. It can often be made so with a little touch here or there. Small spotlights casting colored beams on decorative wall surfaces may give an entirely new and novel twist to the auditorium which has become stale because of its familiarity for the mass of its patrons.

Beautiful and interesting effects may be obtained by using glass or gelatin screens on these small spotlights and floodlighting delicate touches of color which tend to enliven the whole scheme of decoration. If these are used, it is important that the special equipment be carefully concealed, which may be done by hiding the units behind projecting ornamentation, or even building special boxes and concealing drapes for them.

When general color lighting from coves or main lighting units is used throughout the auditorium, the suggestive effects which the various colors have on the mind should be taken into account and used to the best advantage. During the summer months, for example, the cool colors—greens and blues—may be used to accentuate the coolness of the theatre. In winter months the ambers and reds will add a sense of warmth and coziness.

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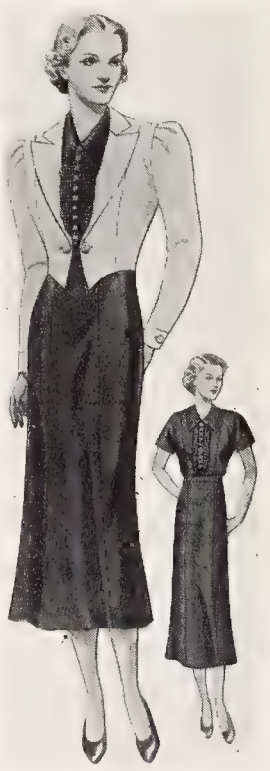
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Summer Uniforms For Girls Necessary, Too

Due consideration has been given in previous issues to uniforms for ushers. Little has been said however, of uniforms for those theatres where girls are employed and there are many who find usherettes more useful than boys.

Usherettes create a pleasant impression in any theatre and their uniforms can add or detract from this impression. Girls are always inclined to be neater than boys and accordingly you will have to be more particular about girls' uniforms than about boys'. Aside from this girls get a bigger kick out of a uniform than the opposite sex.

With the approach of hot weather, a change is necessary to washable uniforms. Of course, each girl will have to have two of them in order to have one to use while the other is being laundered. Despite this, the original cost and maintenance of washable uniforms is considerably smaller than for the woolen type which must be dry cleaned frequently.



At the left is an illustration of summer uniforms made by the Angelica Jacket Co. The larger one shows a blue broadcloth dress with a jacket of soft white twill. The ruffled jabot and the gilt buttons are detachable for laundering purposes. The smaller illustration shows how the dress looks without the jacket. The white and blue combination is regarded as particularly appropriate for warm weather.

Down With Heavy Curtains

If summer comes, can winter be far behind? You wouldn't think so, considering how some exhibitors leave up their heavy, dark winter decorations throughout the summer. Now is the time to get out those cool, light-weight draperies and seat covers and have them cleaned, so they'll be ready within a very few weeks.

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Check ✓

(From Encyclopedia of Exploitation)

- ☐ How about BOOTH AND PROJECTION equipment?
- ☐ Can the quality of SOUND be improved?
- ☐ Is the house checked for proper sound distribution?
- ☐ Is sound too loud? ☐ Is it too low?
- ☐ Are horn units checked daily?
- ☐ Check projection for poor definition, ☐ unsteady projection, ☐ flicker, ☐ poor light, ☐ out of frame, ☐ out of focus, ☐ poor masking, ☐ bad change-overs, ☐dirty apertures.
- ☐ Does stage apron reflect light?
- ☐ How about the SCREEN . . . is it dirty? ☐ Shaky? ☐ Bulging?
- ☐ Is it properly masked?
- ☐ Are projection and movietone lenses cleaned daily?
- ☐ Reflectors, too, should be cleaned daily, and brushed several times each day with cheese cloth.
- ☐ Is proper light and economy obtained from carbons?
- ☐ Carbon economy can be acquired through proper adjustment of the arc crater and by keeping the generator commutator properly cleaned and brushes correctly adjusted.
- ☐ Short carbons can be saved for short reels and screenings (rate of carbon burn per minute should be determined).
- ☐ Sound amplifying equipment should be kept free of all dirt; and make and break contacts, including tube prongs and contacts, should be thoroughly cleaned each week with nonabrasive material (rough brown paper can be used).
- ☐ Tubes must be kept in first class condition to assure sound transmission without interruption.
- ☐ Spare parts and replacements should include such items as tubes, horn units, generator brushes, motor brushes, main driving gear for projectors, spare reflectors for lamps, spare intermittents and film sprockets.
- ☐ How about the carbon supply?
- ☐ Is there an emergency supply held in reserve?
- ☐ Is the booth properly equipped with FIRE EXTINGUISHERS and SAFETY DEVICES?
- ☐ Do the FIRE SHUTTERS work okay?
- ☐ Can they be used by hand, and are they properly fused?
- ☐ How long since the fire extinguishers were refilled? They should be refilled annually, at least. ☐ Are there tags on the extinguishers showing the dates when they were refilled?
- ☐ Equipment should include a two-gallon soda extinguisher and two Pyrenes. (Use of Pyrenes in event of small blaze is preferable since less damage will be done machinery.)
- ☐ Separate fireproof containers should be provided for film, waste film and waste materials and for cleaning equipment.
- ☐ Is the EXHAUST FAN IN THE BOOTH working?
- ☐ Can noise from booth be heard in the house?
- ☐ Playing stage shows, how about cues?
- ☐ Are cues understood and properly executed for smooth continuity?
- ☐ Is the booth kept clean?

THINK OF WINTER
— Get Heating Plant In Shape

THE heating season is over. Spring is here and summer isn't far behind. The fact that you're no longer using your heating plant is no indication that you should permit it to stand idle until you're ready to use it again next fall. In fact, you can't ignore it and expect it to function smoothly. Granted that it has come through the winter with flying colors, you must remember that unless it is well inspected and maintained every season there will be a breakdown just when you are least expecting it. Even though you still may be using the plant occasionally right now, this is still the best time to look it over and make necessary repairs.

Heating systems, all parts considered, may vary, but, generally speaking, they are all pretty much the same with few exceptions, so that whatever suggestions we make here as to their care may well apply to all.

All flues, boiler heating surfaces, ash pits, grates, breeching and smokestacks should be thoroughly cleaned. If your boiler happens to be very small, remove the pipe and keep it in a dry place.

In the case of cast iron boilers, fill them up with water until the water level is well up into the steam header so that air may be excluded from the boiler.

Clean Out Steel Boilers

As for steel boilers, they should be filled, with kerosene poured on the water, and then the water drawn off. With the draining of the water, the kerosene will adhere to the surfaces of the boiler, thus providing a protecting coat over the inner surfaces which does away with any possibility of rust forming. On the fire side of the heating surfaces, the boiler should be given a coat of lubricating oil. Be sure to grease all machine surfaces.

Regardless of the kind of boiler you have, whether it be cast iron or steel, it should be drained as directed in the preceding paragraph on the care of steel boilers if the room in which it is situated is damp.

Throughout the winter season scale has accumulated which should be removed. Your best method of doing this is through the use of the blow-off or blow-down, which is the blowing out of the accumulated scale formation by steam pressure. This should be done by a competent heating plant engineer, who will see that it is neither excessive or inadequate. In the former case, it would be an expensive process, while in the latter it would mean the accumulation of solids, the possibility of foaming, and a reduction of evaporating efficiency. Therefore, better steaming will result and the concentration of solid matter will be kept to the lowest possible amount with the proper blow-down. Only one who is thoroughly acquainted with the heating plant should be assigned the job.

Boiler washouts are also advised. With a definite schedule in mind, arranged according to operating conditions, regular washouts along with inspections will help you to detect any possible trouble that might otherwise escape you. You may feel that because scale is not an important problem washouts are not necessary. In making such an assumption you only tend to disregard your boiler altogether, and no boiler, no matter how perfectly it operates, can continue to operate that way unless periodic washouts and inspections are made.

Naturally, insurance inspectors will be on hand at regular intervals to see that the boiler is being well maintained and in perfect operating condition. If you don't conduct your own inspections, it will be harder for you when the insurance men come around. Of course, regular maintenance isn't simply to make the inspectors' report favorable, but to make your heating plant a smooth-functioning apparatus—far removed from the possibility of breakdowns.

Projection Equipment

It's amazing how some exhibitors will buy new equipment for other sections of their theatres, but still persist in making their projectionists use the same old equipment year after year. It has been said, and it still holds true, that the heart of the theatre is the projection room. Therefore, have a heart not only for the eyesight of your patrons but for the men to whom you delegate the task of providing good projection at all times. A projector is only as good as its weakest sprocket wheel, or something like that.

Make Them Comfortable

Few of us can escape the bumpy road of life, but you can see to it that your patrons are made comfortable while they're your guests by providing them with deep-cushioned, up-to-date theatre chairs.





The Bulletin Board

Theatre Construction

Work has begun on the new Richelieu Theatre at Tarpon Springs, Fla. The house has already taken shape with structural steel in place, and with electrical work under way. The theatre will be completely modern when finished and will have a seating capacity of 600. Charles H. Richelieu is owner of the building, the work on which is being done by John Klepach. The theatre will probably open around July 1.

Plans have been made for the construction of a one-story theatre and store building at Cliffside Park, Hoboken, N. J. The rear part of the property will be used for parking, and chain-store organizations have leased shops from the plans.

Preliminary action was taken recently by the directors of the Casino Theatre and Casino Pier Company, Wildwood, N. J., toward the construction of a new theatre to replace the one which burned down several weeks ago. Construction bids will be received in June. Plans are being prepared by W. H. Lee, Philadelphia architect.

At the United States Veterans' Administration Hospital on the Cold Springs road near Indianapolis, Ind., plans are going forward for the construction of a recreation building, including a theatre, following word from Washington. The theatre of the proposed building would seat between 300 and 500 persons.

An 850-seat theatre, plans for which have been prepared for a company in which Jack O'Connell of the Loop and other theatres is the principal, is to be constructed in Toledo, Ohio, on the site of the Odd Fellows Temple, 3015 Detroit Avenue. Architects Hahn & Hayes have prepared plans for the structure.

Ground has been broken at Santa Rosa, Calif., for the new Vogue Theatre, to be erected by the Rosenberg interests for the Intercoast Amusement Co.

Work has started on a new theatre in China Grove, N. C., to be erected on the site of the Grove Theatre which was recently destroyed by fire. Costing $8,000, the new building will conform in every detail to state regulations.

Excavation has been completed at Des Moines, Iowa, for the construction of a new neighborhood motion picture theatre. Costing $20,000, it will be completed August 1, and has been leased to the Tri-States Theatre Corp. It will have a glazed tile modernistic front and will be finished in modernistic style inside. In addition to the theatre with its seating capacity of 600, the building will include a store room. The house is to be air-conditioned and wired for the use of special hearing aids for the hard-of-hearing. It will also have a regular stage. Eight motion pictures theatres are operated in Des Moines by Tri-States.

An up-to-date theatre, work on which is scheduled to begin within the next few weeks, is to be constructed at Champaign, Ill., by George Barber, owner of the Star Theatre and partner in the Gem Amusement Co. The building formerly housed a garage. Opening is scheduled for sometime during the Fall.

Construction has begun on a new neighborhod theatre and store building in Fresno, Calif. Scheduled to be ready by October 1, the house will be operated by Fox West Coast Theatres, Inc. It will cost approximately $200,000.

One of the most beautiful and modern theatres ever to be presented to Lehigh Valley movie patrons will be the new Capitol, to be erected soon in Northampton, Pa., by Henry A. Miller and leased by the Northampton Theatre Co. The front and interior construction and design will feature colorful structural glass and metal. It will have about 800 luxurious and comfortable seats and will be completely air-conditioned. David Supowitz is the architect.

Plans are being made for the construction of a new 600-seat theatre on the south side of Roosevelt Avenue between 89th and 90th streets in Elmhurst, L. I.

Construction of the Crescent Amusement Co.'s new $75,000 theatre to replace its present Savoy has been started at Princeton, Ky., by the Princeton Lumber Co., contractors on the new house. Said to have been prepared by one of the South's leading architects, the plans call for a theatre with a seating capacity of approximately 1,000, a spacious lobby and foyer, ladies' and men's lounges on the mezzanine floor, and modern heating and cooling equipment. Cut stone and beautifully colored structural glass with stainless steel trim in a modern design will make up the facade. The theatre will be the first completely fireproof building constructed in Princeton.

Arrangements are being made for the construction of a new $500,000 theatre at Main and Edwards street in Buffalo.

Construction has been started on the new Astor Theatre at Attica, N. Y., by the Martina Circuit. Cost of the theatre has been set at $50,000, and it will be ready for opening September 1. It will be fireproof, of cement block and steel construction and will have a glass front. George H. Ketcham of Syracuse is the architect, and Carl Espersen of Batavia the contractor.

Renovations and Openings

A new addition and remodeling of the present auditorium is planned for the Majestic Theatre, Phillipsburg, Pa., and work has started in that direction. The seating capacity of 430 will be nearly doubled, according to Frederick Schollar, the architect in charge of the work. The present entrance is to be revamped, and a 45-foot extension is to be added to the rear of the theatre. There will be no balcony. Large, new rest rooms will be built in and a lobby drinking fountain will be installed. A new feature to be added is the "cry room," where mothers may take their crying babies, watch the performance and not annoy other patrons. General Manager Garth Lindsay expects to open the remodeled house around July 1.

Completed by the Martina Circuit at a cost of $60,000, the New Family Theatre opened recently at Mt. Morris, N. Y. The new house is modern in every detail.

The historic Forest Theatre at Carmel, Calif., is to be rebuilt as a WPA project. Officials hope to have the work completed in time for summer productions.

The Lincoln Theatre, Aiken, S. C., which has been closed for several weeks, will be reopened soon following extensive renovations including an extension to the building. The name of the theatre will be changed.

Enlargement of the Rialto Theatre, Wilbington, Del., at a cost of about $80,000 has been announced by A. J. Blair, proprietor. The seating capacity will be increased from 450 to 750. Hellinger, Inc., Philadelphia, are the general contractors, and plans have been drawn up by W. H. Lee, Philadelphia architect. Concealed violet ray lighting which nullifies bacteria will be installed in the ceiling. Similar equipment will be placed in the men's smoking room and ladies' lounge. Air conditioning will be extended throughout the enlarged theatre. There will be more room between rows of seats, and wider aisles. Lobby, foyer and entrance spaces will all be enlarged. At present below the street level, the rest rooms will be moved to the second floor. The projection room, which will be nearer the center of the theatre space, will have such features as soundproofing, air conditioning, a washroom and lavatory, running hot water, cooled drinking water and facilities necessary for the comfort and convenience of the projectionists.

The Royal Theatre, Tarpon Springs, Fla., is being rebuilt for Charles A. Richelieu. When completed it will have a seating capacity of 562. The building will be extended 18 feet to provide additional space. The en-

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tire front has been remodeled. During alterations, performances have continued nightly, the work in no way interfering with the operations.

Fire recently destroyed the Howard Thetre, 2614 N. Front St., Philadelphia. Defective wiring was believed to have caused the blaze.

Installation of air-conditioning equipment, new drapes and stage have been completed at the Albany Theatre, Albany, Ga. A. C. Gortatowsky is the owner.

New air conditioning and new seats have been installed in the Alamo Theatre, Newnan, Ga., operated by the Lam Amusement Company.

A new front is to be added to the Green Theatre at Auoka, Minn. The work will be completed by July 15, according to Charles Closson, owner.

Approximately $5,000 was spent on improvements for the Regent Theatre, Cleveland, Miss., according to the owner, Bill Ellis. The location of the house was changed.

Renovations for the Arrowhead Theatre, Onamie, Minn., include a new floor, upholstered chairs and a new front. The work is expected to be completed soon.

A new sound system is being installed in the Isle Theatre, Isle, Minn.

Changes in the sound at the Peoples Thetre, Crosby, Minn., will provide for a new amplifier, higher fidelity, wider range and more power. Harvey Thorpe is owner of the Peoples.

General renovations, including the enlarging of the present seating capacity from 501 to 1,501 are planned for the Saenger Theatre, Shreveport, La. Work will be completed by June 15, according to present plans.

Three hundred additional seats will be added to the auditorium of the Bedford Theatre, Bedford, Ohio. Mrs. L. B. Stillwell is owner of the house.

A new neon marquee and sign, a colored balcony and new offices constitute the renovations which were recently completed at the Carolina Theatre, Anderson, S. C.

The Majestic Theatre, Jackson, Mich., owned by the Butterfield Circuit, has closed for the summer.

The Avenue Amusement Corp. has closed the Alhambra Theatre at Milwaukee, Wis.

The Virginia Theatre, North Baltimore, Ohio, owned by E. H. Walters, was recently destroyed by fire.

Wilmer & Vincent have reopened their Rio Theatre at Harrisburg, Pa. The house had been dark since December of last year. E. G. Wollaston is house manager.

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MODERN MARQUEES



At the left above is the V-type marquee recently erected by the Trisign Company of Richmond, Indiana, on the Ritz Theatre at Shelbyville, Ind. The skeleton letters are each 36 inches high and are emphasized with double powder green neon tubing and two blue neon tubes outlining the letter base. Two red neon tubes in a channel surround the three line attraction boards in which opal glass and track is installed. The high front streamline is accented with two powder green neon tubes centered between two red and two blue tubes.



At the right is the installation on the Clinton Theatre of Frankfort, Indiana. Chinese red and lemon yellow porcelain enamel on the front of the marquee correspond with matching colors on the body. A modern streamline leads from the front back to the box office with two powder green neon tubes in the center and two red and two blue tubes on each side. The two row silhouette attraction board on each side, outlined with two red neon tubes, is divided with a panel of 48 lemon yellow incandescent flashing lamps, as is the streamline.

YOU would never think of getting dressed up in a new suit, new coat, new shoes, etc., and an old dirty, battered hat, would you? Nor would your wife, sister or sweetheart think of putting on a brand new, latest style dress and using a bonnet from 10 years back either. If your theatre, otherwise up-to-date and modern in every respect is topped by an old marquee which is dirty and has broken attraction letters and is otherwise in a state of disrepair, it is just as incongruous.

Marquees should no longer be just a method of giving light to the front of the theatre at night. They must still serve this purpose, but they must all serve other purposes equally important. Your marquee is one of the principal advertising mediums available to you for displaying your attractions. If properly located, it should be seen from three sides and all passersby whether afoot or in automobiles or public conveyances are its readers.

Your marquee also serves humbler purposes such as sheltering people from the rain as they are leaving or entering the theatre.

Whether your theatre is large or small and regardless of its location some kind of a marquee is indispensable. If the theatre happens to be on a side street, a blaze of light and color will attract prospective patrons to it.

Many theatres are still using marquees without changeable attraction letters. In our opinion, most of the money spent in erecting and maintaining such a structure is wasted. With modern signs at their present efficiency, it seems almost indispensable for the modern theatre to have a marquee upon which it can display the names of its attractions and their stars.

Neon tubing is becoming increasingly popular on marquees. It serves to add color to the display at a minimum of expense. It also affords a suitable contrast between the name of the theatre and the names of the attractions.

Keeping the marquee in repair is the most important part of owning one. The glass letters must be frequently cleaned. The whole thing must be painted frequently.

Maintenance of the marquee requires constant inspection to see that none of the bulbs behind the letters are burned out. Ammonia water is recommended as the best cleaning agent for the glass letters. Let an expert service the neon tubing.

A good marquee, properly maintained is a sign of a well run theatre.

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NEW W. E. EQUIPMENT
—Introduce New Sound System

A NEW sound system, embodying many advanced features, has been developed by Western Electric for distribution in foreign markets. The new system, adaptable to theatres of any size, is designed to anticipate future advances in sound recording, such as the high volume prints, according to the company.

The so-called high volume prints are soon to make their appearance, according to present plans in Hollywood studios.

The new equipment, introduced at simultaneous showings in New York and 12 foreign cities, will be sold by ERPI in the foreign field only—the company some time ago ceased manufacture of theatre sound equipment for the U. S. by licensing International Projector Corp., and Motiograph to manufacture systems under the Western Electric patents.

Many Perfected Features

In addition to many refinements, the designers have perfected features which they believe will influence the future course of sound system engineering. For example, by replacing the ordinary machine oil which is commonly used in film stabilizing mechanisms with a unique and recently developed dampening fluid, the chemical composition of which is not disclosed, "flutter" has been reduced to an imperceptible amount, sponsors of the new system declare.

Through the application of new circuit principles, the system's power has been stepped up to more than double the requirements of the Academy of Motion Picture Arts and Sciences. The loudspeakers employ advanced acoustic ideas. Technically, the new system begins with a compact film pulling mechanism, or reproducer set, in which every shaft turns in a ball bearing, and in which only one precision-machined sprocket engages the film. "Single sprocket threading" in addition to its obvious simplicity of operation reduces the length of the film path, thus avoiding excessive vibration induced by a more complex gear train. In adapting the principle of single sprocket threading to reproducer set design the engineers called to their service a tried and proved principle of film propulsion which has been standard in cameras and other precision recording equipment for many years.

Another departure designed to reduce vibration is a unique device for supporting the motor. The arrangement enabled the designers to locate the constant speed drive motor in a central position on one side of the reproducer set where, regardless of the projection angle, the motor-armature and its associated drive shaft operate horizontally. Because the motor fits snugly against the side of the reproducer set and near its natural center of gravity, the entire assembly is stable, proper lubrication without leakage is assured, and no thrust bearings are required.

Permits Direct Coupling

The mount also permits direct coupling through helical gears between the motor and its load. A silent link-chain of hardened steel affords flexible coupling between the reproducer set and the projector mechanism. Once the projector mechanism has been bolted to its mounting plate, the link-chain enables projectionists to interchange projector mechanisms between reels. So perfectly is the mounting plate machined to its seat in the sound reproducer that projector mechanisms may be removed and returned to their respective positions without disturbing the picture alignment on the screen. The reproducer set is designed to operate with all standard makes of projector mechanisms.

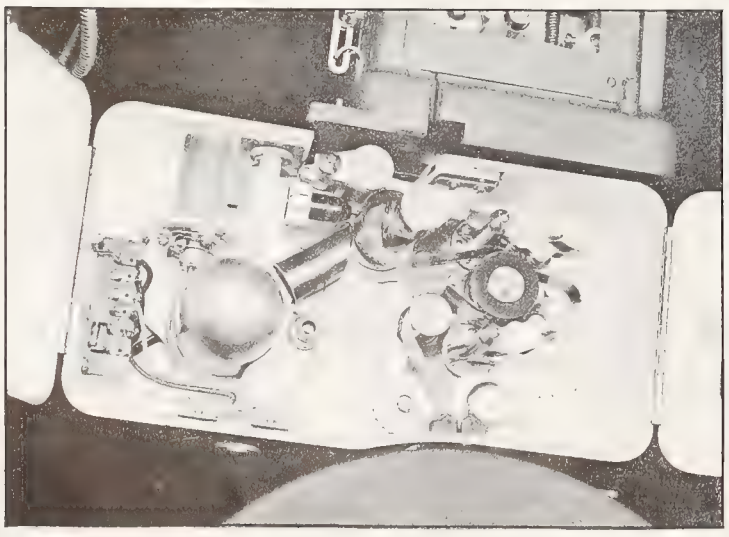
Protection against excessive motor current occasioned by subnormal line voltage, or other contingency, is afforded by an "overload sentry" which automatically functions as an instantaneous circuit breaker when needed.

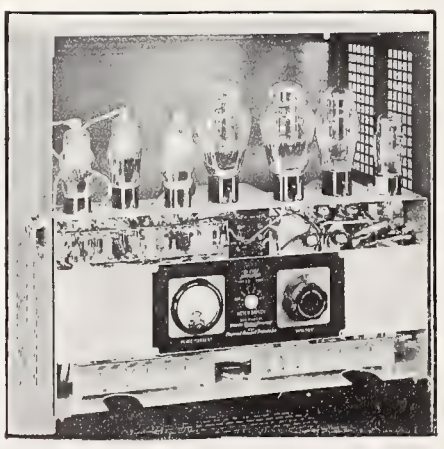
"Thermo-proof" Kinetic Scanner

Equally important to sound quality is the development of the "thermo-proof" kinetic scanner. Recently the scientists of Bell Telephone Laboratories succeeded in compounding a scanner fluid which, within temperature extremes extending from below freezing to above 100 degrees Fahrenheit, demonstrates a stability said to be ten times more effective in suppressing flutter than any previous damping fluid. Although the new liquid costs $200 per gallon to prepare, it does not materially add to the price of the equipment because only a thin film is required in each mechanism and once sealed within the kinetic scanner it lasts indefinitely.

The amplifiers are capable of delivering considerably more sound energy than is demanded by today's product. In addition to anticipating future reproduction requirements, this reserve of power enables the amplifiers to impart a rich fullness to every tone recorded on current sound tracks.

Concentric feed lines carry the sound in a protecting metal sheath during its critical transit from the photoelectric cells to the individual pre-amplifiers, thus shielding it from exterior electrical influence and assuring dramatic silences between the production's sound passages. Acoustic compensators built into the electrical circuits enable the installation engineer to "tailor" each system to its particular auditorium.





Left—the reproducer with single sprocket threading. Above, Mirrophonic Master amplifier.

James Frank, Jr., Is Appointed Mgr. of NTS New York Branch

James Frank, Jr., succeeds C. H. Secor, who recently resigned as manager of the New York Branch of National Theatre Supply Company.



James Frank, Jr.

Frank has been with NTS in various executive capacities since 1937. Lately he has functioned in the Sales Promotion Department of National's general offices.

Previously, Frank was assistant sales manager of International Projector Corporation for a year and before that was for eight years at the RCA plant in Camden, N. J.

Frank is Secretary of the Society of Motion Picture Engineers and well known for his articles on sound engineering.

Unusual Features Boasted By Coast Cinema Theatre

Several unusual features are said to be embodied in the new Cinema Theatre, which was scheduled to open this month on No. Western Avenue near Santa Monica, California. The house was designed for Louis Berkoff, former owner of the Esquire Theatre, by S. Charles Lee, who utilized a nautical motif. It is an art theatre featuring first-run foreign films.

Constructed of brick and concrete, the building has a seating capacity of 800, with 130 loge chairs. Parking facilities are available for 200 cars.

An informal lounge where cigarettes and coffee are served, as well as a reading room just off the foyer, are two of the Cinema's unusual features.

With the ceiling covered with a huge map of the world, the interior is finished along modern Continental lines. The new neon lighting with the white fluroescent tubing has been used in the lighting scheme.

A unique feature of the marquee sign, triangular in shape, is that it features a 40x60 ft. picture of the star of the current attraction.

Keep Uniforms Tidy

In all probability your doormen and ushers are wearing cool, light-colored uniforms, which should always have a crisp, clean appearance. Failure to clean and press them often will result in shoddy, unkempt uniforms. Since neatness counts for so much in the appearance of your house staff, we'd advise you to make it a point to see that all uniforms are renovated regularly.

SODAS IN THE LOBBY
—*Many Install Own Fountains*

SODA fountains in theatres are by no means new. Many theatres in various parts of the country find it profitable to operate their own soda fountains through the year. Two of the Robb and Rowley Theatres in Muskogee, Okla., have soda fountains in their lobbies.

The circuit reports that it first had a fountain in its Ritz Theatre some years ago at which time the lobby space was leased to a man who had control of its operation exclusively. When the lease ran out, circuit executives felt they could do a better job of operation so they kept control of the fountain business themselves.

Operated by the Circuit

The fountain in the Broadway Theatre is operated by the circuit in the same manner. The theatre owns the fixtures and hires a man to operate it on a percentage basis. This plan has worked very successfully and has made a very nice profit, according to Procter and Marsh, managers of the theatre.

The Ritz fountain is operated under a slightly different plan. The man who operates this fountain owns his own fixtures. When the theatre was remodeled, his new fixtures had to be designed according to the theatre architect's plan and installed in the same manner, so as to harmonize with the rest of the interior. He operates his business on a percentage basis, too.

The fountain service was first operated more or less for the convenience of patrons who wanted a cold drink or a light lunch while attending the show.

Procter and Marsh feel that the operation of a soda fountain in connection with a theatre is a very profitable accessory and one which they cannot afford to be without.

Similar to Candy Stand

Such a service is no more out of place in a theatre than the operation of a candy stand, a feature which is becoming increasingly widespread in theatres of all sizes throughout the entire country.

Although the illustrations here show such installations in Oklahoma, a southern state, it would appear to be just as logical to have a soda fountain in northern climes as well, where cold drinks could be served in summer and hot drinks dispensed in winter.

The only situation where soda fountains should not be installed would be in a theatre building where there was an establishment of the same kind on the premises, even though entrance was gained only from the street. It could hardly be considered fair to compete with one's own tenant. A lobby soda fountain is also a place where patrons waiting for the start of the show or awaiting seats during crowded periods could pass the time. And while they are passing it the money they spend will go into your coffers.

The theatre that is so equipped would soon become a rendezvous for young people. It will pay you to investigate the possibilities.





Lobby Soda Fountains

Above is the soda fountain in the lobby of the Ritz Theatre and at the right that in the Broadway Theatre. The former cost $4,000 to install and the latter, $6,500. Both theatres are located in Muskogee, Oklahoma, and are operated by Robb and Rowley.



TRUE STORIES FROM ALTEC FILES



V. U. YOUNG,
President,
Theatrical Managers, Inc.,
Gary, Indiana

Inspectors Saved Important Event, House Owner Says

GARY, INDIANA—"For nearly a year, we had been having trouble with our public address system at the Palace Theatre here," said V. U. Young, president of the Theatrical Managers, Inc. Circuit, "and we were particularly concerned about its functioning properly during a style show for which we had enlisted large community interest and support.

"Our Altec Inspector R. C. Gray, and D. A. Swanagan, from the Altec Chicago office, cheerfully put in long hours working under high tension on the problem, and never gave up until our troubles were licked. Our style show was a complete success.

"It is that kind of work by Altec field men that reminds theatre operators of the value of Altec service and forcibly reminds them of how great a protection Altec service is to owner and manager alike."

• • •

The Altec service inspector takes personal pride in belonging to an organization which renders to its exhibitor customers service that goes *beyond the required obligation.* Let the Altec man in your locality explain how Altec service can "bring out the best" in quality and performance, in the equipment now in your theatre.

ALTEC
SERVICE CORPORATION

250 West 57th Street, New York City

THE SERVICE ORGANIZATION
OF THE MOTION PICTURE INDUSTRY

SELECTING SCREEN —*Factors To Be Considered*

PERFECT projection depends on the selection of the right type of screen. A wide house will require different screen surface than a narrow house. When purchasing new screen, it is advisable to test several samples first before finally deciding. Use large pieces for testing in order to tell which surface is best for your particular theatre. To make further intelligent selection, have the manufacturer send you data on the reflection powers and characteristics of the surfaces of their screens. The holes or perforations must be uniform and of correct diameter in order to secure good sound reproduction as well as good light reflection. If the perforations are too small the sound will not come through properly and it will be necessary to raise the volume more than should be necessary.

The sole duty of your screen is to reflect light, and where speakers are placed behind the screen, which is universal practice now, the screen must pass the sound through perfectly, of course. Just because some surfaces reflect more light than others does not mean that they make the ideal screen. How well the screen reflects light to ALL seats in the theatre; how well the picture looks from the balcony; how well the picture looks from the sides must be considered. To give general information of particular value for each screen installation is rather difficult, but we will give a few tips that will assist you in making the proper selection.

Location of Projectors Important

The location of the projection room is important, and the distance from the screen to the first row of seats is also of paramount importance. The source of light, such as Suprex arc, Mazda, low intensity or high intensity arcs, is another important point in determining screen selection. The screen must deliver uniform distribution of light over a wide angle without the loss of brightness.

In a narrow house with low intensity lamps, the metallic or "so-called" silver type of screens, will give best results, and can be used with Suprex lamps; but the wide house requires a plain white surface. Using a metallic surface in too wide a house means loss of light to the side seats. To overcome some of this loss of light it would be necessary to increase your amperage, which would make the picture too bright to those sitting in the center and waste current. Metallic surfaces show contrasting pictures, the high lights being, in some cases, glary. With the indirect type of reflecting surfaces, the highlights are more subdued. All necessary features cannot be incorporated in any one screen and the exhibitor has to select, by testing, the one best suited for his theatre that will give fairly pleasing results.

Size of the screen is of paramount importance. Too small a screen in a wide house will cause eye strain if too brilliant a light is used. If too large a screen is used in a small theatre, this will cause eye strain as it will be necessary for the eye to move more to keep up with the action in the picture. Theatres with a balcony should not have a screen much over 16 to 17 feet; houses seating around 300 to 400 should use not over a 12-foot picture. A house seating 600 to 700 people should have a picture from 16 to 18 feet. Picture size, of course, depends on number of seats, width of theatre and whether or not it has a balcony. When deciding on screen size, make allowance for frame, which is usually about 1 to 1½ feet wider all the way around.

Loss of Volume Caused by Dirt

Loss of volume after a screen has been in use for some time is caused by dirt filling the perforations. A dirty screen will cause considerable loss of light and definition. A screen should be replaced or refinished after it has been in use two years. It will give better definition and more light.

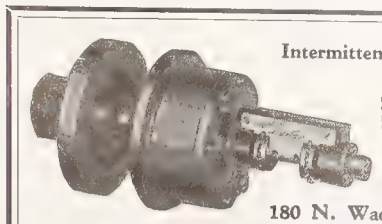
If the screen is used on a stage, it should be about 18 inches off the floor. A black border should be placed around the picture for most pleasing results. A sound screen should be capable of transmitting frequencies from 50 cycles up to 15,000 cycles.

A curtain should be installed so that it may be closed over the screen to protect it while the house is being cleaned. A good screen brush should be used frequently and the screen cleaned at least once a month.

If using mazda lamps, a metallic type screen will give the best light.

If projectors are located in the balcony it will be necessary to slightly tilt the screen until you secure fairly sharp focus top and bottom.

Wesley Trout


Intermittent Movement and HARDENED Star, Cam, and Sprocket Specialists Since 1908
La Vezzi Machine Works
180 N. Wacker Dr., Chicago

Neon Auditorium Lighting A Novel Feature of Miami House

Unique ideas in decoration and lighting are an outstanding feature of the remodelling job recently completed at the Ritz Theatre, Miami, by Wometco Theatres circuit, owners of the Ritz. The auditorium has been completely done over, using indirect power neon, entirely concealed, for all lighting. The walls have been treated with decorative Celotex. The lobby walls have been covered with vari-colored linoleum, and glass brick, with neon lighting from behind, separates built-in illuminated display frames —designed for 40 by 60 transparent blow-ups.

Some of the ideas introduced at the Ritz are to be incorporated in remodelling work planned by Wometco for another theatre in the circuit.

New Theatre In Calif.

A new theatre to be known as the Harbor will be constructed at Newport, Calif., by Earle E. Strebe, recently of Palm Springs, who has purchased the Pacific Boat Co. building jointly with Ray G. Burlingame, president of the Balboa Beach Amusement Co. A feature of the new house will be a sloping floor to afford perfect visibility from each of the 1,000 seats to be installed.

Equipment Steals Show At Allied Convention

Exhibits of theatre equipment took the lead as a focal point of interest for theatremen visiting the New York Allied Convention held at the Astor Hotel, New York, Tuesday, Wednesday and Thursday of this week.

A total of 19 equipment manufacturers and dealers were represented with displays, with home television commanding particular interest as an attraction at the RCA Photophone exhibit. The RCA display featured the company's sound equipment but included a home receiving set on which local television broadcasts were picked up. The RCA display was in charge of Ed. Jones, advertising manager.

Vallen, Inc., manufacturer of curtain control tracks and motors, displayed two new devices, the Streamline, Jr., and the intermediate M 2 Track, in addition to the several other track and curtain control devices which the company has developed and marketed to the theatre field over a period of many years. E. J. Vallen, head of the company, was in charge.

One of the largest displays was that of Joe Hornstein, equipment dealer of New York. Several manufacturers whose products Hornstein distributes showed their wares in conjunction with the Hornstein display. They included: Ideal Seating Co., represented by Wm. Gedris, president of the company; Brenkert Light and Projection Co., with Wayne Brenkert in charge; Raytone Screen Co.; Motiograph, represented by Mr. Davee; A. & M Karagheusian, Inc., manufacturer of Gulistan rugs; Benwood Linz Co., manufacturers of Brenkert-Westinghouse rectifiers; J. E. Robin.

National Theatre Supply Company displayed the International Projector Company's Simplex E-7 projector and sound system. Peerless Arc Lamps and Irwin Seating Company chairs.

National Carbon Co., had a display with Wm. Kunzman on hand to greet exhibitors. American Seating Co., was represented with an individual display with Mr. R. Hunter in charge. National Screen Accessories had one of the most elaborate displays in the hall, featuring the lobby display service offered by the company. Armand Cohen supervised the display.

Hollywood Advertising Co., represented by J. Steinberg; Dictograph Products Co., Inc., represented by Harry Willson and Walter Smith; Dennis Games, Inc., featuring the game Lucky, was represented by Russell Cohen; Sanitary Automatic Candy Co., displayed a new candy vending machine, and was represented by Sam Ross; Premiere Scenic Studios, decorators, and National Committee for Education, featuring a Book Nite for theatres, were among the equipment and accessory exhibitors at the convention.

WB May Build In Sandusky

Warner Brothers are considering plans for a theatre to seat 1,200 people to be constructed in Sandusky, Ohio, it is reported. Possible sites for the proposed venture are being investigated, and if and when the house is built it is expected to be ready for opening on Labor Day. Warners also operate the Ohio and Plaza Theatres here, for which J. J. Scholer is the resident manager.

The Question BOX

You ask them, STR answers them with advice on your equipment problems. If you wrote the question, you'll be most interested in the answer. If you didn't write the question, you'll be interested both in question and answer, because the other fellows' problems may be yours too. Come on—ask your questions about equipment—how to buy it, maintain it, get the sure results required to make your theatre a de luxe picture house.

Small-Town Exhibitor writes: Our generator is located in an entrance passage to our projection booth. Although we have it inspected and overhauled regularly it has begun to vibrate and we have had some complaints from people using our small balcony-loge section that the noise disturbs them.

ANSWER: If all the bearings, brush connections and commutator are in good condition then the only other suggestion is that the generator mounting needs replacement. Most generators are mounted on cork over a concrete base. When so mounted and properly fastened the danger of noise and vibration is minimized. If yours is so mounted then your trouble will have to be solved by re-locating the generator where it cannot cause any complaints. Why not investigate and see if you cannot place it in a well-ventilated room where the vibration cannot be heard? Or replace it with a rectifier.

* * *

W.B.R. writes: The peculiar floor plan of my theatre results in particularly heavy traffic between the entrance door from the lobby and the rear of the theatre. So much so that we cannot keep the carpet in that section looking as well as the rest of the house. Perhaps there is some special carpet that is made to withstand such punishment. If there is we never heard of it. Have you a suggestion?

ANSWER: There is nothing new to your problem. It has developed in thousands of theatres in dozens of different areas subject to unusual wear and tear. The best solution is that the passage or area be covered with a perforated rubber mat made up expressly for that section. You can get such mats in plain black or in color to match the decorative scheme of the theatre. We know of no carpet that will serve the same purpose.

* * *

D.J.E. asks: We have a sound system that is made up of various parts from different manufacturers. We've been keeping it in fairly good shape but recently we have had trouble getting parts because the people who made some of them are out of business. What will we do when we can no longer patch the system?

ANSWER: If you've had the make-shift equipment for a long time you've probably had all the service out of it that your investment was worth. Why take chances or keep worrying about it any longer? Wouldn't it be far more sensible to put in one of the new sound systems now available at so reasonable a cost and thereby eliminate all possibility of breakdown or trouble? Even though your makeshift equipment probably cost you very little when you installed it as against costs at that time you will find that a complete, new system will cost you even less today. We suggest that you make the move before you develop expensive refund trouble.

Air Conditioning Essential to Success of Modern Theatre

There is little or no excuse for any modern theatre to be without air conditioning. To contend that one cannot afford it is almost the same as saying that one can't afford to have good business throughout the summer. A cool, comfortable theatre, with good projection, comfortable seats and pleasant surroundings will attract summertime patrons. And the steady increase in business will offset the initial cost.

If you can keep your house open during the summer in spite of poor business; if you show the best of pictures, then it stands to reason you can install air conditioning for the comfort of your patrons. You might as well have good business during the warmer months, since you'll probably be operating anyway. An air conditioning company representative will be glad to discuss your problem, if you call on him. He doesn't obligate you in any way.

Remember this—air conditioning will make your house healthful and comfortable in both summer and winter. Investing in it, therefore, is doubly worth while.

St. Louis Optimistic

Concerns in St. Louis, Mo., which furnish draperies, carpets, chairs, projection and stage equipment, etc., to theatres in Eastern Missouri, Southern Illinois, Southeastern Iowa, Northeastern Arkansas and Northwestern Kentucky declare that prospects for the second quarter look bright. If only a part of the prospective projects get under way during the next seven weeks, the gross volume should certainly be ahead of the business in April, May and June, 1938.

MORAL IN RHYTHM

So they can see the picture,
Each patron forward bends.
Some day they'll all sit upright
When boothmen clean the lens.

Upstate Michigan Houses Start Wave of Spring Remodelling

Upstate Michigan houses have been involved in a wave of spring remodeling, which began a few weeks ago and is still progressing.

In Caro, for example, Ashman Brothers are remodeling the Strand Theatre, enlarging it from 450 to 550 seats, and installing Super Simplex projectors, Magnarc lamps, a Hertner transverter, Walker screen, National marquee and Crestwood carpeting. The equipment is being furnished through the National Theatre Supply Co.

At New Baltimore a new National marquee is being installed on the New Theatre by Manager Sydney Hunt.

New Simplex projectors and Western Electric Mirrophonic sound are being installed in the Davison at Davison, according to Manager LaVerne Burbank.

At Crystal Lake, Lee Carrow is building and equipping a new 350-seat house, which will be operated during the summer in this theatreless resort town. Carrow also owns the Dreamland at Carson City. He will probably call the house at Crystal Lake the Crystal.

Going from the theatrical to the non-theatrical, Simplex projectors and sound were purchased by General Motors for use in its exhibit at the New York World's Fair.



STR EQUIPMENT LITERATURE BUREAU

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to equipment and the maintenance thereof. Theatremen are urged to keep themselves well informed on the latest trends in equipment through this bureau which operates as one of the services of this publication. There is no obligation involved in your request for as many of these booklets as you desire. Items of equipment not listed may likewise be requested just the same and we will endeavor to secure whatever you ask for. Readers who desire special information on any subject may address their requests to the Bureau where they will receive prompt attention.

HIGH SPEED FANS: These fans are becoming increasingly popular everywhere and should prove valuable during the summer months for those theatres requiring this type of fan. You've probably seen them in restaurants, etc., where they kick up a swell breeze. Perhaps you have a lobby or a spot in the back of your auditorium where one of these fans will keep the hot, dead air in motion and add to the coolness and comfort of your theatre in hot weather. Now is the time to think about fans so let us send you this "Propellair" folder made up by the company of the same name.

ELECTRIC BULBS: Here is one subject that all theatremen should be familiar with. Westinghouse Lamp Co., made a booklet up to meet all questions as to wattage, type and cost. A careful perusal might give you some ideas on how to brighten up some spots while cutting down wattage in others. If you haven't a copy, send to us for this one.

SIGN FLASHERS: The latest folder-catalogue from Betts & Betts is now ready for distribution to those who want to know more about the use of flashers or flashing equipment for marquees, signs, animated displays, etc. It covers the subject thoroughly and intelligently and judging from requests for the original folder announced last December, we know you will want a copy of this one.

GLASS LETTERS: Falk Glass Products have issued a folder describing the various types of attractive glass letters available for theatres. Full details are set forth including prices and sizes.

VACUUM CLEANERS: The Hoover Co., has furnished us with a valuable folder on the various types and sizes in carpet cleaners and their incidental uses for drapes, etc. Smart theatremen know their carpets and drapes will last many years longer, even under the cruel punishment of good business, if they use an efficient cleaner.

CHANGE MACHINES: Published by the Brandt Automatic Cashier Co., this combination of two interesting booklets describes the various types of machines and other coin receptacles. Where making quick and accurate change is essential, these booklets will tell you all you need know about doing it the right way.

SAFETY LADDERS: We have a mighty interesting little folder about these practical utility ladders compiled by the Dayton Safety Ladder Co. If you are still using the old style ladders which create a hazard every time you change your marquee, we suggest that you write us for this folder.

WATER COOLERS: Most up-to-date theatres provide their patrons with cooled water as part of their service. We have a neat folder that tells you more about electric coolers for your drinking water. Would you care to look it over?

MODERN FURNITURE: Theatres everywhere are dressing up foyers and lounge rooms with the new, modern, steel furniture. First, because of its sturdiness and second, because of its attractiveness. If you, too, are interested, let STR's literature bureau send you the fine book just issued by Doehler Metal Furniture Co. You will thank us for the suggestion.

PROJECTOR REPAIRS: This is an item of expense that not only runs into large sums but is important to the uninterrupted operation of your theatre. In this booklet you will learn some of the things you should know about mechanism repairs and overhauling. It was prepared by the International Projector Corp. and furnished to us by them in cooperation with the National Theatre Supply Co. Make it a MUST on your next request form.

PROJECTION LAMPS: Strong Electric Co. has gone to great trouble and expense in preparing a specially designed booklet on Projection lamps that ought to be a MUST for every theatreman who is not thoroughly familiar with this tremendously important part of his equipment. After visiting some thirty odd theatres practically every month, STR's technical chief has come to the conclusion that poor projection is keeping more people away from certain theatres than poor pictures.

PROJECTOR MECHANISMS: International Projector Corp., manufacturers of Simplex Projectors, has furnished us with a far reaching broadside dealing with mechanims. If you are one of those who listened to STR's plea for self-education on the inside and outside of projection, you should have a copy of the folder now.

FLOOR PAINT: A good coating of floor paint for the exposed concrete or wooden portions of your auditorium or for other rooms where such treatment might be necessary will do wonders for the general appearance of the theatre. Floors so treated are easier to clean too. Devoe & Raynolds Co. has made up a small but concise booklet telling you about it and also showing practical samples.

HEARING AIDS: Thousands of theatres have added this equipment and are finding it a definite boost for business besides making their theatres stand out from those who do not place proper importance on the use and necessity for hearing aids. Dictograph Products Co., manufacturers of Acousticon Hearing Aids has supplied us with a limited number of books consisting of one telling about the equipment and the other on how to properly exploit this service in your community. By all means ask us for a set of these books.

AIR PURIFIERS: While hardly suited for auditorium use, the Hom-O-Zone air purifier may prove an excellent investment in your lounge and rest rooms. It will dispel bad odors and leave a clean, pleasant smelling atmosphere in any and all such spaces as come within the range of its various sizes. The booklet, and the purifier, are products of Automatic Electrical Devices Co., and your request should be sent to STR. Ask us for a copy. It may solve a dead-air situation for you.

TICKET REGISTERS: A theatre without a ticket register is as old fashioned as your great grandmother, (if she was old fashioned). At any rate, you will be faced with the problem of buying one or replacing some antique now groaning under the weight of old age, so we suggest you let us send you a copy of the booklet made up by General Register Co. It tells all about the latest inventions in ticket machines.

THEATRE SEATING: American Seating Company has a new booklet interestingly titled "Theatre Seating, 1939 B.C.—1939 A.D." which every theatreman should have. Already the demand is increasing. While it is on your mind drop us a line and we will send one to you by return mail. Use the request form on this page.

RECTIFIERS: Here is one of a wide assortment of literature on this one item. This one comes from the Brenkert Light Projection Co., and explains in complete detail all you should know about Brenkert rectifiers.

LOBBY MATS: No up-to-date theatre should overlook the necessity of rubber mats for its lobbies, foyers, etc., and the folder prepared by O. W. Jackson & Co., will not only tell you all about them but also how you can brighten up your entire lobby and foyer while making a practical installation. The mats last long enough to charge them off over a long period of years.

DECORATIVE LIGHTING: The current interest in beautifying theatres through the intelligent use of the Lumiline Lamps in fixtures has prompted General Electric to make up a folder describing their application. The portion devoted to theatre use ought to prove interesting to theatremen who want to make a big impression around their houses without necessarily going into too great an expenditure.

DECORATING: You would probably be surprised to learn how reasonable it is to dress up your theatre through the medium of a few drapes, etc. To help you make up your mind Novelty Scenic Studios has a folder which we will gladly send to you. It has some pertinent facts of interest to all theatrement.

CARPETS: Mohawk Carpet Mills has furnished us with a limited supply of books telling everything the theatreman ought to know about this important part of his theatre's equipment. Written in a semi-technical manner, it is readable and easily understood. After reading it there will be mighty little you will not know about theatre carpets. This one should be a MUST on the request form for equipment literature. Allow us to send one to you.

MARQUEE SIGNS: Modernization of theatre fronts will surely take in improvements in your changeable letter sections. For this reason the new book issued by the Wagner Sign Service should be essential to you regardless of whether you intend making improvement now or in the future. The wide range of marquees and new trends in changeable letters are freely discussed in this valuable book. We suggest that you include it in your request, while the subject is fresh in your mind.

CUTAWLS: If you are the type of theatreman who likes to create and make your own displays and cutouts, the booklet on this subject prepared by the International Register Corp., ought to be in your hands. It will tell you much of what you want to know about the equipment and its cost.

POSTER COLORS: So many theatres go in for some show-card work and displays that to accommodate the increasing volume of requests for information on the proper paints, colors, etc., we secured the cooperation of the Devoe & Raynolds Co., to furnish us with a booklet pertaining to this item together with color plates showing the various colors available for this particular purpose. We suggest that you secure a copy while the supply lasts.

GENERATORS: The Hertner Electric Co., has made up a series of small colored folders dealing with its motor generators. Each one describes some outstanding feature of these well known generators and will prove interesting to all theatremen who seek some data on this phase of their projection booth equipment.

RUBBER NOSING: Here is the latest innovation in stair covering that will save your carpets and reduce repairs and replacements on the stair nosings where most of your troubles start. It is a novel arrangement whereby a rubber nosing is installed right along with the carpet installation with the rubber getting the brunt of the abuse. The booklet was prepared by the Greater New York Carpet House and is available through STR's Bureau. Ask for it when you send in your request form on this page.

SOUND SERVICE. Here is the booklet you've been waiting for. It was prepared by Altec Service Corp., and not only tells you all about the subject but gives a series of intelligent questions together with the intelligent answers. No real theatremen should be without a copy of it. Just ask us for it and you'll get one by return mail. DO THIS NOW.

LIGHTING FIXTURES: For those who are going modern, this swell folder from the Voigt Company will come in handy not only for ideas but for costs too. One of these modern fixtures will do wonders in brightening up a lounge room, lobby or wall bracket spot. Why not investigate?

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

5/27/39

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

. . . . . .

. . . . . .

. . . . . **Signed** . . . . . .

. . . . . **Theatre** . . . . . .

. . . . . **Address** . . . . . .

. . . . . **City** . . . . . .

. . . . . **State** . . . . . .

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

THE ESCAPE

20th Fox | Drama | Not Set

Selling Names: Kane Richmond, Amanda Duff, June Gale, Edward Norris.
Director: Ricardo Cortez.
Story Idea: Edward Norris had secretly married June Gale before he went to prison. He returns home to find that their baby girl had been adopted, with June's consent, by Richard Lane, assistant district attorney. Without revealing his identity to the child, he sacrifices his life to return the baby to Lane, after the child had been kidnapped.
Catchline: "He sacrificed his life to save the baby he couldn't acknowledge."

DUST BY MY DESTINY

WB | Drama | Not Set

Selling Names: John Garfield, Margot Stevenson, Alan Hale, Stanley Ridges.
Director: Lew Seiler.
Assoc. Producer: Lou Edelman.
Story Idea: John Garfield, in prison for a burglary he didn't commit, is released when the real criminal is caught. The world seems against him until he meets Margot Stevenson and she marries him. When he is accused of the murder of her step-father, Stanley Ridges—Alan Hale, a newspaper editor assists him in proving his innocence and gives him a job.
Catchline: "Her love made him a useful member of society."

NO PLACE TO GO

WB | Drama | Not Set

Selling Names: Gloria Dickson, Dennis Morgan, Fred Stone.
Director: Terry Morse.
Assoc. Producer: Bryan Foy.
Story Idea: Dennis Morgan brings his old father, Fred Stone, home to live with him and his wife, Gloria Dickson. Stone makes their lives miserable with his ways and when he realizes how much happier they would all be living apart, he buys himself a life membership in the Home For Aged Gentlemen and happily arranges to spend the rest of his life there.
Catchline: "The age-old problem of what to do with the aged."

THE WOMEN

MGM | Drama | Not Set

Selling Names: Norma Shearer, Joan Crawford, Rosalind Russell.
Director: George Zukor.
Producer: Hunt Stromberg.
Story Idea: Norma Shearer, married twelve years, learns through a gossiping friend, Rosalind Russell, that her husband has fallen in love with Joan Crawford, a pretty, unscrupulous creature. She goes to Reno for a divorce. When she gets back, she finds that Joan is having an affair with another man, and so traps Joan into giving her back her husband.
Catchline: "Gossip . . . the head trouble-maker of all times."

LADY OF THE TROPICS

MGM | Drama | Not Set

Selling Names: Robert Taylor, Hedy Lamarr, Joseph Schildkraut.
Director: Jack Conway.
Producer: Sam Zimbalist.
Story Idea: When a large American yacht puts in at a French Indo-China port, Robert Taylor goes ashore. He meets Hedy Lamarr, a beautiful half-caste girl and they fall in love and marry. Taylor intends to take Hedy back with him but cannot get a passport for her. Hedy kills a jealous rival in order to save Taylor from the consequences of murder and then kills herself, and Taylor goes back to America alone.
Catchline: "A half-breed who paid the supreme penalty for the man she loved."

STRONGER THAN DESIRE

MGM | Drama | June 30

Selling Names: Walter Pidgeon, Virginia Bruce, Rita Johnson, Lee Bowman.
Director: Leslie Fenton.
Producer: John W. Considine, Jr.
Story Idea: Walter Pidgeon, a successful attorney is defending a woman accused of the murder of her husband. Searching for evidence, Pidgeon comes across a photograph of the murdered man with the reflection of Virginia Bruce his own wife, in the murdered man's eye. Confronted with this, Virginia confesses attempting to kill him, but Pidgeon proves that the wife really killed her husband, and he gets a confession from her.
Catchline: "Murdered . . . the clue a reflection in the murdered man's eye."

NANCY DREW AND THE HIDDEN STAIRCASE

WB | Drama | Not Set

Selling Names: Bonita Granville, Frankie Thomas, John Litel.
Director: William Clemens.
Assoc. Producer: Bryan Foy.
Story Idea: Bonita Granville helps Vera Lewis and Louise Carter, two maiden sisters save the affidavits that prove that they have spent twenty years of their lives in the home which they are to inherit, as requested in their father's will. William Gould, their next door neighbor, tries to steal the papers, so that he may gain control of the property, but Bonita foils his attempts.
Catchline: "Nancy Drew outwits a double-crosser."

DOUBLE DYED DECEIVER

Para. | Drama | Not Set

Selling Names: Tito Guizar, Emma Dunn, Gale Sondergaard, Alan Mowbray, Jane Clayton.
Director: E. D. Venturini.
Producer: Harry Sherman.
Story Idea: Tito Guizar is an outlaw because he finds it exciting. He meets Gale Sondergaard and her husband, Alan Mowbray and through his association with them gets into a brawl and kills the son of the woman they plan to rob. When he makes this discovery, he makes amends by taking the boy's place in the mother's affections.
Catchline: "He was a devil-may-care outlaw, until cupid came along."

GOOD GIRLS GO TO PARIS

Col. | Drama | Not Set

Selling Names: Melvyn Douglas, Joan Blondell, Walter Connolly.
Director: Alexander Hall.
Producer: William Perlberg.
Story Idea: Melvyn Douglas, a youthful professor at a mid-western college meets Joan Blondell, a waitress who expects to use blackmail to elevate herself. He gives her some fatherly advice and money for her fare home. Douglas arrives at his fiancee's home, only to find Joan working in the household. When Joan tries to protect one of the members of the household from scandal, Douglas comes to her rescue and then asks her to go to Paris as his bride.
Catchline: "He tried to plan her life, but love changed all his plans."

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. . . Strollin' Thru the Studios . . .

NUNNALLY JOHNSON will write the screenplay and act as associate producer of 20th Century-Fox' "Grapes of Wrath," JOHN STEINBECK's sensational novel, which will be personally produced by DARRYL F. ZANUCK. The picture is scheduled to be the most momentous production for the 1939-40 program on the 20th Century-Fox schedule.

After seeing PRISCILLA LANE's performance in "Daughters Courageous," Warner Bros. has decided to switch her into the leading feminine role of "Dust Be My Destiny," starring JOHN GARFIELD. MARGOT STEVENSON, who has worked in this part for a few days, goes into "20,000 Years in Sing Sing."

"Send Another Coffin," written by F. G. PRESNELL, has been purchased by WALTER WANGER, as the next production following "Whose Wife." It will go into production as soon as writers complete its screen adaptation. TAY GARNETT will direct.

GENE AUTRY, Republic's singing cowboy star, will make two more pictures before he leaves for Europe on a personal appearance tour with Herbert J. Yates. "Colorado Sunset" goes before the cameras this week, and will be followed by "Here Comes the Showboat," scheduled for shooting the end of June.

The heaviest roster of stars and featured players in three months is on call at MGM for work in five productions. Twelve stars and thirty-three featured players are on call for "The Women," "On Borrowed Time," "Babes in Arms," "Lady of the Tropics" and "Stronger Than Desire."

Fine Arts' "Trouble Over the Pacific" is scheduled for immediate production with ELMER CLIFTON directing. The picture will be made in Cosmocolor with the biggest budget to date. WILLIAM GARGAN, WALLACE FORD, KAREN MORLEY and KATHERINE DEMILLE have been signed for the principal roles.

ANTHONY COLLINS will create the symphonic score for HERBERT WILCOX's current production, "Nurse Edith Cavell," now filming at RKO with ANNA NEAGLE starring. COLLINS will leave England within the next two weeks to report for his assignment. FRITZ LEIBER has been signed for an important role.

BERNARD VORHAUS completed shooting on the new Bob Breen picture, "Way Down South," SOL LESSER production. VORHAUS will take a two weeks' rest before returning for his next assignment, "Everything's On Ice," first starrer for six-year-old IRENE DARE.

PAUL MALVERN has completed cast assignments for "Stunt Pilot," second of the "Tailspin Tommy" series for Monogram, which GEORGE WAGGNER will direct. JOHN TRENT has the title role and the supporting cast includes MARJORIE REYNOLDS, MILBURN STONE, JASON ROBARDS and PAT O'MALLEY.

FRIEDA INESCORT will arrive in Hollywood this week from New York to join OTTO KRUGER, ROCHELLE HUDSON and GORDON OLIVER in Columbia's "A Woman Is the Judge." The picture is now before the cameras with NICK GRINDE directing.

EDWARD SUTHERLAND has been signed by BORIS MORROS to direct the STAN LAUREL-OLIVER HARDY feature, "The Flying Deuces."

The first rough cut of "The Hobby Family," in which IRENE RICH and HENRY O'NEILL appear, has brought the announcement from Warner Bros. that the idea will become the basis for a series. MISS RICH and O'NEILL will continue their head-of-the-family duties in subsequent productions.

The screenplay of "Intermezzo," DAVID O. SELZNICK's forthcoming production, is being completed so that production will start within the next two weeks. WILLIAM WYLER will direct with LESLIE HOWARD playing the leading male role and acting as associate producer.

The Hal Roach studio is slated to reopen on May 31 for the new season's production activity. Two pictures are set to go before the cameras within the next six weeks, "Chump at Oxford" and "The Housekeeper's Daughter."

Universal has added two more pictures to EDMUND GRAINGER's production schedule for the 1939-40 program. Writers have been assigned to prepare "McGlusky's Lucky Day" and "Anybody Here Seen Kelly" for summer shooting. HAROLD BUCHMAN is working on the former and EDMUND HARTMANN on the latter.



Autograph Please

ROBERT YOUNG *obliges a young fan on location for "Maisie" in which he is featured with* ANN SOTHERN. *It is an MGM picture, being directed by* EDWIN L. MARIN *and produced by* J. WALTER RUBEN.

Newest Ginger Rogers Starrer Starts With Top Supporting Cast

GINGER ROGERS' newest starring vehicle for RKO, "My Fifth Avenue Girl," got the "go" signal from producer-director GREGORY LA CAVA last Monday with one of the strongest supporting casts ever assembled for a production at the Gower Street studio.

The cast includes JAMES ELLISON, WALTER CONNOLLY, VEREE TEASDALE, FRANKLYN PANGBORN, FERIKE BOROS, KATHRYN HOHN, MANDA LANE and LOUIS CALHERN. MISS HOHN is a newcomer recently discovered by LA CAVA when she visited Hollywood for auditions in the Jesse Lasky "Gateway to Hollywood" talent search.

"My Fifth Avenue Girl" is being filmed from the screenplay by MORRIE RYSKIND and WINIFRED KAY, based on FRANK R. ADAMS' original story in *Red Book Magazine.*

Studio Executives Are Set for Paramount's Annual Convention

Paramount studio executives are all set for the annual sales convention opening at the Ambassador Hotel, June 7-10 inclusive. Delegates from every state are expected.

The convention will open with WILLIAM LEBARON, Y. FRANK FREEMAN and HAROLD HURLEY slated to speak on the first day with the evening devoted to a showing of 1939-40 product already completed. The second day will be opened by NEIL F. AGNEW, vice-president in charge of sales, speaking on the production line-up, to be followed by a trip to the studio in the afternoon and evening. Buffet supper will be served in the studio commissary for the delegates.

The business session will close on Saturday, the 10th, at noon. The annual banquet is slated for the Cocoanut Grove that evening.



New Talent

What producer JOE PASTERNAK *hopes will turn out to be a "lucky day" provided the occasion for this meeting on the first day's shooting of "The Underpup", his new picture for Universal. Eleven-year-old* GLORIA JEAN *of Scranton, Pa. (right) makes her first appearance in the title role while* MARIE FARNUM *is another youngster in the cast.*



Paramount Head and Protegee

Y. FRANK FREEMAN, *vice president in charge of Paramount Studio, listens to his three-year old protegee,* CAROLYN LEE *on the set of "The Cat and the Canary" while* PAULETTE GODDARD *looks on.* MISS LEE *will play a leading role in support of* FRED MACMURRAY *and* MADELEINE CARROLL *in "Are Husbands Necessary?"*

Newcomer Wins Film Contract On Basis of Her First Role

NANETTE FABARES, 18-year-old graduate of Hollywood High School and the Max Reinhardt School of Acting, has been signed to a long term Warner Bros. contract on the basis of her debut role in "Give Me A Child".

Her next assignment is one of the Virgin Queen's maids-in-waiting in the BETTE DAVIS-ERROL FLYNN co-starrer, "Lady and the Knight," now in production at the Burbank studio. MISS FABARES will follow that role with one in "On Your Toes", in which ZORINA and EDDIE ALBERT will play the leads. She has been a dancer since the age of three and will have a terpsichorean part in the latter.

Stanwyck Re-Lives Early Career

BARBARA STANWYCK, playing in Columbia's "Golden Boy", is back where she started years ago, at 48th Street and Broadway, but this time it's on a motion picture sound stage in Hollywood, in settings evoking vividly the early haunts of her career. Most of the CLIFFORD ODETS stage success, now before the cameras under ROUBEN MAMOULIAN'S direction, is laid in that amazing canyon known as Broadway.

Farrow to Direct Own Story

Recognized as one of the outstanding biographies of recent years, "Father Damien", written by JOHN FARROW, has been purchased by RKO and will be brought to the screen under FARROW'S direction. JOHN TWIST will write the screenplay and ROBERT SISK will produce. FARROW'S option was recently taken up by the studio, after the showing of his latest picture, "Five Came Back".

Vaude Headliners in "Babes"

Thirteen former vaudeville headliners turned back the clock at MGM, when they appeared as themselves in "Babes in Arms", the MICKEY ROONEY-JUDY GARLAND co-starrer directed by BUSBY BERKELEY. Sequences show the days when vaudeville was at its peak with IRENE FRANKLIN, HARRY FOX, JOE CAETES, MARGARET YOUNG, PATSY MORAN, NEELY EDWARDS, PAT WEST, GEORGE MCKAY, KAY DELYS, LILA TYLER, RUBE DEMAREST, HENRY ROCHMORE and LILA BLISS.

National Distribution Deal Set for All-Negro Features

Hollywood—A national distribution deal has been closed by HARRY M. POPKIN, president of Million Dollar Productions, and ALFRED M. SACK, president and general manager, of Sack Amusement Company, of Dallas, Texas. Deal calls for the Sack company, with exchanges in Dallas, Atlanta and Chicago, to take over distribution of the all-Negro features produced by Million Dollar Productions. Two additional exchanges will be added, one in New York and one in Los Angeles.

The five distribution centers will give the company complete coverage for the eight features on the 1938-39 program, five of which are already completed, and the eight scheduled for 1939-40. "A Dark Night," sixth on the 1938-39 schedule, goes into production on June 8.

LEO C. POPKIN continues as general production manager and director of the series. LESTER J. SACK will be in charge of the New York exchange, and JOHN J. JENKINS, at present manager of POPKIN'S Atlanta office, was promoted to home office representative.



Star and Director Pose

Between scenes of "Golden Boy" in which BARBARA STANWYCK *is starring, she visits the set of "Mr. Smith Goes to Washington" which* FRANK CAPRA *is producing. Both are Columbia pictures.* BARBARA *got her start with* CAPRA *several years ago.*

Bromfield Reports at 20th-Fox For Work on "Brigham Young"

LOUIS BROMFIELD, famed writer of best-selling novels, arrived in Hollywood last week after an exhaustive study of the Mormon Church, prior to taking the writing assignment at 20th Century-Fox on the film story of "Brigham Young".

Immediately following his arrival, the noted writer was taken on a tour of the studio, where he saw one of his most recent novels, "The Rains Came", in the process of production. BROMFIELD will start work immediately on the "Brigham Young" story.

Present plans call for the production to start early this summer.

Auer Winds up "SOS-Tidal Wave"

Director JOHN H. AUER finished shooting on Republic's thrilling story, "SOS—Tidal Wave" this week and studio executives are raving over its startling vividness. RALPH BYRD heads the cast supported by GEORGE BARBIER, KAY SUTTON, FRANK JENKS, MARC LAWRENCE and DOROTHY LEE. The picture was produced by ARMAND SCHAEFER.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Over to Monogram for the preview of PAUL MALVERN'S "Wolf Call", and fell in love with the "pooch" who did such a swell job in the picture . . . and reminded us of our own "Butch". Wonder where JANE DALEY, BILL PIERCE'S charming girl Friday, got that very, very "Hedda Hopper-ish" hat, or was it just another frying pan.

Chinning with little JANE CLAYTON, and we mean little, on the set of POP SHERMAN'S "Double Dyed Deceiver," just returned from location at Lone Pine. Here's a little lady who will bear watching. DIRECTOR ED D. VENTURINI looks like the Mexican influence has gotten under his skin.

In a few days we will be moving our office to the Hollywood Track in Inglewood, so be sure to contact us at the $2 show window, our second office for the next two months. We'll have to find out from JOE PENNER how to make the "bookies weep", or dig up another Sickle Bill.

That switch at Warner Bros. from BORIS KARLOFF to HUMPHREY BOGART for the top spot in "The Return of Dr. X," makes BOGART a triple menace. Gangster, thriller-killer and now mystery-horror roles, to say nothing of the swell job he did in "Dark Victory." Hope he doesn't try to look like KARLOFF.

And talking of horror-thriller roles, MGM has HENRY HULL down for three different characters in a new mystery to be directed by TOD BROWNING, who has been making thrillers, a long, long time. Wonder how it will feel to chase yourself around the set, with your first character spying on your third.

Remember ELMO LINCOLN, the serial king of the silent days and the screen's original TARZAN? He's now working over at Republic in "Wyoming Outlaws," his first role since 1927. Here's a wish for a successful comeback.



Meeting an Exhibitor

J. D. BRUNSBERG, *owner of Issoquah theater, Issoquah, Wash.,* SMILEY BURNETTE, GENE AUTRY *and* BRUNSBERG'S *son on set of* AUTRY'S *Republic picture, "Mountain Rhythm."*

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

IN THE SHORT SHOPS

Columbia

With "The Story of Elias Howe," first of "Fools Who Made History" series, scheduled to enter production next week, two important castings have been announced. Richard Fiske will play Howe, the Massachusetts youth whose invention of the sewing machine in 1848 changed American history, and Ann Doran will portray Elizabeth, the inventor's wife. Like the others in the series the subject is being written by Jan LeMan. LeMan also will direct and Hugh McCollum will produce.

Buster Keaton's second comedy, as yet untitled, was completed last week, with Jules White both producing and directing the two-reeler. Jill Martin, recently returned from Europe, played the feminine lead.

As announced at the recent sales conventions, Community Sings again will be a part of the studio's 1939-40 short subjects product. This will mark the fourth year of this popular one-reel musical series.

A camera crew is now taking unusual shots of the New York World's Fair for a one-reel featurette soon to be released. This film will be a companion reel to the recently completed "Man-Made Island" which pictures highlights of the San Francisco World's Fair on Treasure Island.

RKO

The roster of experts who will try their wits against Clifton Fadiman's questioning in the first "Information Please" short includes Franklin P. Adams (FPA), noted New York columnist; John Kieran, sports editor of the *New York Times*; and Oscar Levant, music director for "The American Way." Rex Stout, author of the widely-read Nero Wolfe stories, will act as guest star to supplement the regular board of experts. In adapting the radio program to film presentation, use has been made of visual questions, as in the identification of objects which will be brought out before the experts. Pathe has already assembled a varied and peculiar assortment of things to tax their powers of identification.

On May 28, the fifth birthday of the Quintuplets, cameras will be set up in the Dionne nursery at Callander for Pathe's "Five Times Five." Pictures of the birthday celebration will be included in the film biography, which will retell the dramatic life story of the famous babies. In addition to the feminine stars, Pathe has signed Alexander Woollcott as script-writer and narrator for the two-reel special, which will be released to theatres in June.

An RKO Pathe Sportscope crew left this week for Livingstone Manor in upstate New York, where a reel on skeet shooting will be filmed. Joe Walsh, director; Harry Smith, cameraman; Dick Hertel, assistant cameraman; and Clarence Ellis, sound man, who comprise the crew, will return to New York City next week. The subject is titled "Double Barrel."

MGM

After waiting four years, Pete, only trained penguin in the world, at last gets what he was trained for—a role in an "Our Gang" comedy. Captain R. T. Luxford, Pete's owner, spent several years educating the bird to a point where he would be intelligent enough to emote before the cameras, all because he was told such a bird ought to fit in one of the Gang's comedies. When Pete was ready, however, there were no Gang comedies in which he would fit. So Luxford took Pete elsewhere, and he made his screen debut in "Little Miss Broadway." Recently, MGM called Luxford. They had written a screenplay with a place for Pete and wanted him to play one of the leading roles. The film is "Pups and Penguins."

Cartoon producers Hugh Harman and Rudolf Ising who are now under contract to Metro-Goldwyn-Mayer, are each working on a story about bears. Harmon is bringing to the screen your childhood favorite, "Goldilocks and the 3 Bears," while Ising is working on an original, titled, "The Sleeping Bear." Following the trend of the popular family series pictures, Mama Bear, Papa Bear, and Buddy Bear will be carried through as the first family series in animated cartoons.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning May 27)

ASTOR—Profit Without Honor (MGM).
CAPITOL—Art Gallery (MGM) rev. this issue; Happily Buried (MGM) rev. this issue; Angel of Mercy (MGM).
CRITERION—Lone Ranger Rides Again No. 15 (Rep.) rev. 2-18-39.
RADIO CITY MUSIC HALL—Dixie—USA (M of T, RKO) rev. 5-13-39.
RIALTO—The Fox Hunt (RKO) rev. 6-18-38.
RIVOLI—Donald's Lucky Day (RKO) rev. 10-22-38.
ROXY—Cuckoo Bird (20th-Fox); Sandhogs (20th-Fox); Ring Madness (RKO).
STRAND—Daffy Duck and the Dinosaur (Vita.) rev. 3-25-39; Dean of the Pasteboards (Vita.) rev. 5-20-39.

CHICAGO LOOP

(Week Ending May 27)

APOLLO—Diving Rhythm (Col.) rev. 5-13-39; Lucky Pigs (Col.).
CHICAGO—Popular Science No. 3 (Para.).
GARRICK—Dark Magic (MGM) rev. this issue; Points on Pointers (Vita.); Porky and Teabiscuit (Vita.) rev. this issue.
ROOSEVELT—Hamateur Night (Vita.).
UNITED ARTISTS—Paramount Presents Hoagy Carmichael (Para.) rev. this issue; Diamond Dust (Para.) rev. this issue; Aladdin and His Wonderful Lamp (Para.) rev. 4-29-39.

Vitaphone

"Old Glory," Hollywood's first Americanism color cartoon film to be produced for children, is to be released by Warner Bros. following its completion at the Leon Schlesinger studios. "Old Glory" will be in two reels and will be a history lesson for children of primary school age.

Some "Doggy" Exploitation Ideas Suitable for New Mickey Mouse

"Society Dog Show," one of the new Walt Disney cartoons in Technicolor, has several avenues for exploitation. Most important of all, to our mind, would be to stage a dog show, barring thoroughbreds and permitting the kiddies to enter their mutts.

Have a beautiful girl walk around the business district leading a dog, or perhaps several. The placard she carries would read: 'We're on our way to see Walt Disney's 'Society Dog Show,' etc." If you can get a trained dog, have him do his tricks at busy street intersections.

Because there is widespread interest in amateur photography, why not stage a "Me and My Dog" contest? Winning snapshots could be reproduced in the newspaper and also in your lobby.

And don't forget you can always tie up with those merchants selling toys, games, etc., based on Mickey Mouse and Pluto.

High Class Campaign

A. D. Deason, of Wichita Falls, Texas, put over a high class campaign for his engagement of "A Dream of Love" via an advance screening for music critics.

. . NEWSREEL SYNOPSES . .

(Released Saturday, May 27)

PARAMOUNT (No. 85)—Submarine disaster; King and Queen on tour of Canada.

MOVIETONE (Vol. 21, No. 74)—Submarine disaster; Roosevelt defends government spending; British royalty at Ottawa; Archbishop Spellman enthroned; DC-4 takes off from Los Angeles; Irish sweepstakes winners.

NEWS OF THE DAY (Vol. 10, No. 270)—Submarine disaster; DC-4 takes off from Los Angeles; Plane crash at Mt. Hamilton, Calif.: Archbishop Spellman enthroned; British royalty at Ottawa; Irish sweepstakes winners.

PATHE (Vol. 10, No. 89)—Submarine disaster; Roosevelt defends government spending; Plane crash at Mt. Hamilton, Calif.; National golf openers; Citizens day at Manitowoc, Wis.; British royalty at Ottawa.

UNIVERSAL (Vol. 11, No. 774)—Submarine disaster; Citizens day at Manitowoc, Wis.; Roosevelt defends government spending; Archbishop Spellman enthroned; DC-4 takes off from Los Angeles; Plane crash at Mt. Hamilton, Calif.; Pet parade at Eugene, Ore.; Frog-jumping contest in Calif.; British royalty in Ottawa.

(Released Wednesday, May 24)

PARAMOUNT (No. 84)—Trans-Atlantic airmail service starts; Spain feeds starved war babies; British polo team in training; U. S. team in training; Fold boating in Connecticut; Endless pomp marks tour of British royalty; Princesses Elizabeth and Margaret Rose inspect London zoo.

MOVIETONE NEWS (Vol. 21, No. 73)—Huge throngs hail British royalty in Canada; Chamberlain warns Hitler on Danzig question; Poland girds war machine; Rumania stages preparedness parade; Italian king reviews monster parade; Test new stratoliner at Seattle; Huge French ship arrives in New York; Trans-Atlantic airmail service starts; Lew Lehr and Hollywood monkeys; British polo team in training; Norwegian prince nosed out in yacht race; Fold boating in Connecticut.

NEWS OF THE DAY (Vol. 10, No. 271)—Huge throngs hail British royalty in Canada; Trans-Atlantic airmail service starts; Spain feeds starved war babies (except Philadelphia and Pittsburgh); Mussolini hails Nazi arms pact (except Philadelphia and Pittsburgh); Pennsylvania Day at N. Y. World's Fair (Philadelphia and Pittsburgh only); Fold boat fad sweeps U. S.; French aerialists stage new thrills.

PATHE (Vol. 10, No. 88)—Huge throngs hail British royalty in Canada; Rome and Berlin weld 10-year war pact; Trans-Atlantic airmail service starts; Norwegian prince nosed out in yacht race; Cuba marks 37 years of independence; Harvard wins Adams Cup crew classic.

UNIVERSAL (Vol. 11, No. 773)—Huge throngs hail British royalty in Canada; Mussolini tours defense zone; Ocean airmail service starts; Giant new stratoplane tested at Seattle, Wash.; Cuba marks 37 years of independence; Huge British liner ready for service; Maytime in England.

Short Subject Reviews

DIAMOND DUST

Prod. No. R8-11 — *Very Good*

Para. Sportlight No. 11 10 mins.

Comment: One of the best baseball reels we've seen, so far as interesting the real fans who are keen about "inside" baseball. Narrated by Ted Husing, the reel shows Johnny Vandemeer, Tommy Bridges, Bill Dickey, Jimmy Foxx, Joe Vosmik and others doing their stuff. There is an introduction in which Judge Landis appears, and a close-up with Joe McCarthy, manager of the Yankees, giving advice on what makes a great ball player. Training camp work and shots of a big league game are included.

Exploitation: The local baseball clubs should go strong for this and greatly aid the exploitation. Use banners advertising the reel at ball parks, announcements to the fans at games, big displays by sporting goods dealers, etc.

PARAMOUNT PRESENTS HOAGY CARMICHAEL

Prod. No. A8-10 — *Tuneful*

Para. Headliner No. 10 10 mins.

Comment: Carmichael, author of such hits as "Two Sleepy People", "Small Fry", and others, appears with Jack Teagarden and his band, with Meredith Blake singing. It's an informal sort of jam session with some patter in rhyme and rhythm between Carmichael and Teagarden to start it off, and Carmichael introducing his latest composition, "That's Right, I'm Wrong". The swing enthusiasts will go for it with enthusiasm.

Exploitation: Play up the names: Hoagy Carmichael, Teagarden and his band. If you have contact with a radio station the program director should be interested in working with you on this, particularly if recordings are broadcast, in which case Teagarden's records would be featured as a group.

PORKY AND TEABISCUIT

Prod. No. 4811 — *Amusing*

Vita. Looney Tune No. 11 7 mins

Comment: At a horse auction at the fair Porky innocently finds himself the owner of a shaggy old nag that can hardly stand up. However, he enters the horse in the race, and through a series of amusing sequences, manages to emerge victorious. Children and adults alike will be amused by this cartoon, which was produced by Leon Schlesinger.

Exploitation: Give it regular mention in your newspaper ads, programs, and in your lobby displays.

JAVA JOURNEYS

Prod. No. T-858 (Tech.) — *Satisfactory*

MGM Traveltalk No. 8 9 mins.

Comment: Once again Fitzpatrick goes to Java to photograph interesting places and unusual scenes. Many of these scenes have now become too familiar to movie audiences. It looked to us as though some of the scenes had been used in previous Fitzpatrick Traveltalks. The beautiful gardens of Java are shown in full and beautiful Technicolor.

Exploitation: Tie up with travel agencies. The school geography classes should be notified of the showing of the subject for its educational value.

BEACH PICNIC

Prod. No. 94,114 (Tech.) — *A Scream*

RKO Disney Cartoon No. 14 8 mins.

Comment: Donald Duck goes out for some sport on the water. He has a large inflated rubber horse which throws him for a while. When he sees Pluto asleep he gets an idea to tease him. Pluto, quite exasperated by this horse finally grabs him by the air valve which blows Pluto sky-high while deflating the horse. Then Donald returns to camp but in the meantime the ants have made off with much of his picnic. He tries to solve this problem with fly-paper but poor Pluto gets all mixed up with it and finally manages to wrap Donald up with it too. We were weak from laughing at this one and your audience will be too.

Exploitation: You can make a tieup with stores which carry fly paper and such things, letting the store emphasize that its fly-paper will not do what Donald's did to him. Tieups with stores carrying rubber horses would also be good.

HAPPILY BURIED

Prod. No. R-805 — *Fair*

MGM Musical No. 5 21 mins.

Comment: The handsome young president of a company which makes square waffle irons is engaged to the comely president of a company which makes round ones. They can't agree on the future shape of waffle irons and have a falling out. The young man obtains a Hindu slave through saving him from jail and at his suggestion buries himself alive in order to regain his love. At the World's Fair he spoils her exhibit but wins her back again. It seemed rather silly to us and not up to MGM standard. There doesn't seem to be much point to a lot of what goes on the picture. There's a good song number to recommend it, however. If you have a show that requires something light with music, this will fill the bill fairly well. Felix Feist directed.

Exploitation: Get displays in house furnishings stores to tie up with the waffle iron angle. Get tieups with music stores on the song, "I'd Rather Have You."

WITH BEST DISHES

Prod. No. 3233 — *Entertaining*

Univ. Mentone No. 13 17 mins.

Comment: Just what line of business the producers of these musicals will use next as a background for their collection of vaudeville specialties is a question. This time they've gone to a dish store, where owner Charles Kemper is retaliating against the dish-giving theatres by giving his customers a show with every dish. Billy Reyes, clever young juggler and monologist, shows how to handle the chinaware while introducing such star acts as George Roche, young dancer; Toy & Wing, talented Chinese terpsichoreans; Lillian Roth (remember her in the early screen-musicals?); Pied Pipers, singing group, and the Philharmonicas, who play the instruments their title implies. It's entertaining screen fare for the hinterland folk, who never get to see vaudeville more than once or twice in a decade. Milton Schwarzwald directed.

Exploitation: Mention it in your regular advertising, being sure to list all the specialties. There's an opportunity to tie up with dinnerware dealers and music shops.

ART GALLERY

Prod. No. W-886 (Tech.) — *Excellent*

MGM Cartoon No. 6 8 mins.

Comment: Hugh Harman has given MGM and your audiences one of the best cartoons of the season. This one takes place in an art gallery at night when Nero wants the fire to start. The three wise monkeys playing with a cigarette lighter do the trick and Mona Lisa shrieks for help while Venus de Milo gets a hot foot, Winged Victory soars away and some extremely funny things happen to the other paintings. The calibre of MGM's cartoons has greatly improved since Harman returned to the fold and if this is an augury of what will come from the studio we can all say "Hail MGM cartoons."

Exploitation: Plug this one on your marquee, in your lobby, programs and newspapers ads. Catchlines like "See what happens when fire hits the museum" would be good stuff for the lobby.

DARK MAGIC

Prod. No. F-956 — *Very Funny*

MGM Robert Benchley No. 6 9 mins.

Comment: This is undoubtedly the best Benchley short to date. He goes into a store to buy his son a present and is treated to a demonstration of a magic set. He takes it home but none of the tricks seem to work. Finally he decides to do the Hindu disappearing act and gets tied up in a sack by his son. He doesn't know where he is going and only finds out when he is strung up on a telephone wire outside. It's a howl from beginning to end and the end carries a swell punch. This short is highly recommended for entertainment qualities. Roy Rowland directed.

Exploitation: Tie up with stores selling magic outfits for kids. Amateur magicians could do their stuff on the stage.

BOLA MOLA LAND

Prod. No. 3256 — *Good Satire*

Univ. Lantz Cartune No. 16 6 mins.

Comment: The travel cruises are in for it again as this cartoon satirizes them even to the setting sun, which in this case drops into the ocean with a splash. Several gags help to make the subject highly enjoyable, while an off-screen commentator keeps the audience aware of what is going on. Alex Lovy directed.

Exploitation: Advertise it as a cartoon satire on all travel cruises in your ad spots, programs and in your lobby display frames.

MONTMARTRE MADNESS

Prod. No. Not Set — *Entertaining*

Col. Music Hall Vanities 10 mins.

Comment: Setting is in a Paris cafe with a lonely American (Harry Stockwell) seeking sights he's read about. They're not there, but in his vision there is a girl show featuring a chorus and Francois Mazzone in a song and cancan number, and apache dance. The latter is plenty vigorous and whoops things up in an actionful way. Stockwell's singing is good.

Exploitation: Use a still display in the lobby with copy featuring the "See Gay Paris" line. Sell it as a snappy song and dance entertainment with a Continental flavor.

WEEKLY STUDIO CHECK-UP

Any picture on which Advance Dope has been published is followed by an asterisk (*). Consult the booking guide for dates on which Advance Dope appeared.

[This Week: In Production—56; Being Edited—72]
[Last Week: In Production—55; Being Edited—71]

COLUMBIA

Being Edited

ARIZONA COWBOY (W)*
MISSING DAUGHTERS*
GOOD GIRLS GO TO PARIS*
MAN FROM SUNDOWN (W)
Charles Starrett, Iris Meredith. Directed by Sam Nelson.

PARENTS ON TRIAL
Jean Parker, Johnny Downs. Directed by Hans Schwartz.

In Production (1938-39)

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

COAST GUARD
Randolph Scott, Ralph Bellamy. Directed by Edward Ludwig.

A WOMAN IS A JUDGE
Frieda Inescort, Rochelle Hudson. Directed by Nick Grinde.

MOUNTED POLICE No. 2
Charles Starrett, Iris Meredith. Directed by C. C. Coleman, Jr.

ESCAPE FROM ALCATRAZ
Brian Donlevy, Jacqueline Wells. Directed by Hans Schwartz

BLONDIE TAKES A VACATION
Arthur Lake, Penny Singleton. Directed by Frank Strayer

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

LADY TAKES A CHANCE*
MIRACLE OF MAIN STREET
with Margo. Directed by Steve Sekely.

In Production

TROUBLE OVER THE PACIFIC
William Gargan, Karen Morley. Directed by Elmer Clifton in Cosmocolor

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

TARZAN
6,000 ENEMIES*
MAISIE*
ANDY HARDY GETS SPRING FEVER*

Being Edited (1939-40)

WIZARD OF OZ (Tech.)*
BLACKMAIL
Edward G. Robinson, Nat Pendleton. Directed by H. C. Potter.

In Production (1938-39)

LADY OF THE TROPICS
ON BORROWED TIME*

In Production (1939-40)

STRONGER THAN DESIRE*

METRO-GOLDWYN-MAYER (Cont.)

THE WOMEN*
GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

BABES IN ARMS
Mickey Rooney, Judy Garland. Directed by Busby Berkeley

BALALAIKA
Nelson Eddy, Ilona Massey. Directed by Reinhold Schunzel.

THUNDER AFLOAT
Wallace Beery, Robert Young. Directed by George Seitz.

A DAY AT THE CIRCUS
Marx Brothers and Florence Rice. Directed by Eddie Buzzell.

MONOGRAM

Being Edited

DOWN THE WYOMING TRAIL (W)*
GIRL FROM NOWHERE*
STUNT PILOT
John Trent, Marjorie Reynolds. Directed by George Waggner.

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*
UNDERCOVER DOCTOR*
GRAND JURY SECRETS*
MAN ABOUT TOWN*
MAGNIFICENT FRAUD*
BULLDOG DRUMMOND'S BRIDE*
ISLAND OF LOST MEN*
MILLION DOLLAR LEGS*

Being Edited (1938-39)

GERONIMO*
BEAU GESTE*
WHAT A LIFE*
CAT AND THE CANARY*
LAWFUL OUTLAWS (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman.

In Production (1939-40)

DISPUTED PASSAGE*
THE STAR MAKER*
RULER OF THE SEAS*
NIGHT WORK*
HEAVEN ON A SHOESTRING
Pat O'Brien, Olympe Bradna. Directed by Lewis Milestone.

OUR LEADING CITIZEN
Bob Burns, Susan Hayward. Directed by Alfred Santell.

GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

DOUBLE DYED DECEIVER*

ARE HUSBANDS NECESSARY
Fred MacMurray, Madeleine Carroll. Directed by Edward H. Griffth.

In England

FRENCH WITHOUT TEARS
Ray Milland, Ellen Drew. Directed by Anthony Asquith. Produced by Mario Zambi.

RKO-RADIO

Being Edited

FIVE CAME BACK*
LITTLE MOTHER*
GIRL AND THE GAMBLER*
CAREER*
WAY DOWN SOUTH*

In England

SAINT IN LONDON
George Sanders, Sally Grey. Directed by John Paddy Carstairs.

In Production

MEMORY OF LOVE*
TIMBER STAMPEDE (W)
George O'Brien. Directed by Dave Howard.

SPELL BINDER
Lee Tracy, Dorothy Reed. Directed by Jack Hively.

BAD LANDS
Noah Beery, Jr., Guinn Williams. Directed by Lew Landers.

NURSE EDITH CAVELL
Anna Neagle, George Sanders. Directed by Herbert Wilcox.

REPUBLIC

Being Edited

SOUTHWARD HO*
S.O.S. TIDAL WAVE*
MOUNTAIN RHYTHM*
IN OLD CALIENTE*
MICKEY, THE KID*
FIGHTING IRISH
Phil Regan, Jean Parker, Jerome Cowan, Dorothea Kent. Directed by Sidney Salkow.

In Production

WYOMING OUTLAW (W)
Three Mesquiteers. Directed by George Sherman.

20th CENTURY-FOX

Being Edited (1938-39)

WHITE LADY OF THE ORIENT*
SUSANNAH OF THE MOUNTIES*
NEWS IS MADE AT NIGHT*
CHARLIE CHAN IN RENO*
YOUNG MR. LINCOLN*
IT COULD HAPPEN TO YOU*
SECOND FIDDLE*

Being Edited (1938-39)

STANLEY AND LIVINGSTONE*
JONES FAMILY AT THE GRAND CANYON*
ESCAPE*
CHARLIE CHAN AT TREASURE ISLAND
Sidney Toler, Sen Yung. Directed by Norman Foster.

In Production (1939-40)

HOTEL FOR WOMEN*
THE RAINS CAME*
CHICKEN WAGON FAMILY
Jane Withers, Leo Carillo. Directed by Herbert I. Leeds.

HARMONY AT HOME
Jean Rogers, Robert Kellard. Directed by Otto Brower.

In England

SHIPYARD SALLY
Gracie Fields, Sydney Howard. Directed by Monty Banks.

UNITED ARTISTS

Being Edited

MAN IN THE IRON MASK*

In England

OVER THE MOON
Merle Oberon, Rex Harrison. Directed by Thornton Freeland. Produced by Alexander Korda.

In Production

WINTER CARNIVAL*
MUSIC SCHOOL
Jascha Heifetz, Joel McCrea. Produced by Samuel Goldwyn. Directed by Archie Mayo.

REAL GLORY
Gary Cooper, Andrea Leeds, David Niven, Reginald Owen. Directed by Henry Hathaway. Produced by Samuel Goldwyn.

In England

THIEF OF BAGDAD
Sabu, Conrad Veidt, June Duprez. Directed by Ludwig Berger. Produced by Alexander Korda.

UNIVERSAL

Being Edited (1938-39)

THEY ASKED FOR IT*
HOUSE OF FEAR*

Being Edited (1939-40)

MUTINY ON THE BLACK HAWK*

In Production (1938-39)

INSIDE INFORMATION*
THE SUN NEVER SETS
Doug Fairbanks, Jr., Virginia Field. Producer-director, Rowland Lee.

MODERN CINDERELLA
Irene Dunne, Charles Boyer. Produced and directed by John M. Stahl.

In Production (1939-40)

OLD GRAD*
THE UNDERPUP
Robert Cummings, Nan Grey. Directed by Richard Wallace.

BRIGHT VICTORY
Jackie Cooper, Freddie Bartholomew. Directed by Joseph Santley.

I STOLE A MILLION
George Raft, Claire Trevor. Directed by Frank Tuttle.

DAMES
Sigrid Gurie, Donald Briggs. Directed by Harold Young.

WARNER BROTHERS

Being Edited (1938-39)

NAUGHTY BUT NICE*
SWEEPSTAKES WINNER*
HELL'S KITCHEN*
DEVIL ON WHEELS*
NANCY DREW, TROUBLE SHOOTER*
EACH DAWN I DIE*
DAUGHTERS COURAGEOUS*
STEEPLECHASE*
WATERFRONT*
ENEMY AGENT*
GIVE ME A CHILD*
LIGHTHORSE HARRY*
HOBBY FAMILY*

Being Edited (1939-40)

OLD MAID*
ANGELS WASH THEIR FACES*
NO PLACE TO GO*

In Production (1939-40)

TORCHY—DEAD OR ALIVE*
DUST BE MY DESTINY*
NANCY DREW AND THE HIDDEN STAIRCASE*

LADY AND THE KNIGHT
Errol Flynn, Olivia de Havilland, Bette Davis. Directed by Michael Curtiz.

CAREER MAN
Joel McCrea, Jeffrey Lynn. Directed by Lloyd Bacon.

RETURN OF DR. X
Lya Lys, Wayne Morris, Humphrey Bogart, Rosemary Lane. Directed by Vincent Sherman

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Sat Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
Everything is Rhythm (Mu)		Harry Roy & Band	2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien		Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan		Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon		Reissued
Monster Walks (My-D)	60	Mischa Auer		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		Reissued
Rain (D)	85	J. Crawford-W. Huston		Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister		Reissued
Sky Devils (C-D)	88	Spencer Tracy		Reissued
Street Scene (D)	79	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67	Bob Burns		Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
Tumbleweeds (W)	86	William S. Hart	5/1/39	Reissued

COLUMBIA 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
City Streets (D)	68	Fellows-Carrillo	(F)	7/1/38	b6/25/38
Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Pioneer Trail (W)	55	Luden-Barclay		7/15/38	a5/14/38
Reformatory (D)	61	Jack Holt-Wynters	(F)	7/21/38	b7/2/38
South of Arizona (W)	56	Starrett-Meredith	(F)	7/28/38	b10/8/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation		Penny Singleton-Arthur Lake			In Prod.
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Coast Guard		Scott-Bellamy-Dee			In Prod.
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
Escape From Alcatraz		Brian Donlevy- Jacqueline Wells			In Prod.
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W) (Former title, "California Cavalcade")	54	Bill Elliott-Luana de Alcaniz		1/19/39	a11/19/38
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris (D)		Joan Blondell-Melvyn Douglas		6/30/39	a5/27/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael			b5/27/39
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Man From Sundown (D)		Chas. Starrett-Iris Meredith		6/30/39	In Prod.
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
Mounted Police No. 2		Chas. Starrett-Iris Meredith			In Prod.
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W) (Former title, "Mounted Police")	64	Chas. Starrett-Linda Winters		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Parents on Trial		Jean Parker-Johnny Downs			In Prod.
Rio Grande (W) (Former title, "North of Texas")	59	Chas. Starrett-Ann Doran		12/8/38	a10/1/38
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39	b4/29/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W) (Former title, "The Oklahoma Trail")	58	Chas. Starrett-Iris Meredith		4/27/39	a3/18/39
Strange Case of Dr. Meade (D) (Reviewed as "Outside the Law")	65	Jack Holt-Beverly Roberts	(F)	12/15/38	b10/29/38
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W) (Former title, "Arizona Cowboy")		Chas. Starrett-Iris Meredith		5/25/39	a5/6/39
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge		Otto Kruger-Rochelle Hudson			In Prod.
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

1939-40

Title	Mins.	Stars	Rel. Date	See Issue of
Mr. Smith Goes to Washington		Jean Arthur-James Stewart		In Prod.

GAUMONT BRITISH 1938-39 (Dist. by 20th-Fox)

Title	Mins.	Stars		Rel. Date	See Issue of
Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D) (Reviewed as "A Clown Must Laugh")	78	Tauber-Duna	(A)		b10/15/38
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D) (Reviewed as "Illegal Holiday")	72	Lodge-Lockwood	(A)	7/1/38	b2/12/38
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38
Ware Case		Clive Brook-Jane Baxter			In Prod.

GRAND NATIONAL 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Dangerous Secrets (D) (Reviewed as "Brief Ecstasy")	70	P. Lukas-L. Travers	(A)	8/19/38	b8/28/37
High Command (D)	59	L. Atwill-L. Mannheim	(A)	7/15/38	b7/30/38
I Married a Spy (D)	59	N. Hamilton-B. Horney	(A)	7/1/38	b7/30/38
King of the Sierras (AD)	57	Rex—Sheik, the wonder horse		8/28/38	Not Rev.
Renfrew of the Great White Trail (D)		Newell-Walker		7/22/38	a6/18/38
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38

GRAND NATIONAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F)	11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull		1/20/39	a12/31/38
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	5/27/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F)	10/21/38	b9/17/38
Lady Takes a Chance (D) (Former title, "Everything Happens to Ann")		Heather Angel-John King			a3/4/39
Long Shot (D)	69	Marsha Hunt	(F)	1/6/39	b12/31/38
Miracle of Main Street		Margo			In Prod.
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	5/20/39	b2/25/39
Renfrew Saves a Lady		James Newell		2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F)	1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F)	10/14/38	b9/17/38
Singing Cowgirl (Former Title "Lady Buckaroo")	57	Dorothy Page-David O'Brien		5/31/39	a11/19/38
Six-Gun Rhythm (W)	57	Tex Fletcher-Joan Barclay	(F)	5/13/39	b2/18/39
Sunset Murder Case (D) (Former title, "Murder on Sunset Boulevard")	57	Sally Rand			a8/20/38
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F)	10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F)	1/13/39	b1/14/39
Trouble Over the Pacific		Wm. Gargan-Karen Morley			In Prod.
Water Rustlers (W) (Former title, "The Last Barrier")	56	Dorothy Page-David O'Brien		1/6/39	a11/19/38

MGM 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Chaser (C)	75	O'Keefe-Stone-Pendleton	(F)	7/29/38	b7/30/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Fast Company (My-D)	75	M. Douglas-F. Rice	(F)	7/8/38	b7/2/38
Love Finds Andy Hardy (C-D)	92	Stone-Rooney-Garland	(F)	7/22/38	b7/16/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Port of Seven Seas (D)	81	Beery-O'Sullivan	(A)	7/1/38	b4/2/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38
Shopworn Angel (D)	87	M. Sullavan-J. Stewart	(F)	7/15/38	b7/2/38

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (D)		Mickey Rooney-Lewis Stone			a4/29/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10/38
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)		b5/20/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)		Hedy Lamarr-Rob't Taylor			a5/27/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (D) (Former title, "Maizie Was a Lady")		Rob't Young-Ann Sothern		6/23/39	a4/29/39
On Borrowed Time (D)		Lionel Barrymore-Beulah Bondi			a4/29/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies (D)	62	Walter Pidgeon-Rita Johnson		6/9/39	a4/29/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Stronger Than Desire (D)		Virginia Bruce-Walter Pidgeon		6/30/39	a5/27/39
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan Finds a Son (D)		Weissmuller-O'Sullivan		6/16/39	a2/18/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

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Title	Mins.	Stars	Rel. Date	See Issue of
Babes in Arms		Mickey Rooney-Judy Garland		In Prod.
Balalaika		Nelson Eddy-Ilona Massey		In Prod.
Blackmail		E. G. Robinson-Nat Pendleton		In Prod.
Day at the Circus		Marx Bros.-Florence Rice		In Prod.
Gone With the Wind		Gable-Leigh-Howard (Tech.)		In Prod.
Thunder Afloat		Wallace Beery-Robert Young		In Prod.
Wizard of Oz (Tech.)		Judy Garland-Frank Morgan		a11/12/38
Women, The (D)		Shearer-Crawford-Russell		a5/27/39

MONOGRAM 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Man's Country (W)	53	Jack Randall	(F)	7/6/38	b8/6/38
Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Drifting Westward (W) (Former title, "Santa Fe Bound")		Jack Randall-Ethel Duran		1/25/39	a1/7/39
Down the Wyoming Trail (W)		Tex Ritter		5/18/39	a4/22/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Girl From Nowhere (D)		Anne Nagel-Warren Hull		6/16/39	a5/6/39
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(A)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39

(Continued on next page)

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot		John Trent-Marjorie Reynolds		6/29/39	In Prod.
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Booloo (D)	60	C. Tapley-S. Asmara	(F)	7/22/38	b7/23/38
Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Professor Beware (C)	90	H. Lloyd-P. Welch	(F)	7/15/38	b7/16/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38
Tropic Holiday (Mu-C)	75	Lamour-B. Burns-Raye	(F)	7/1/38	b7/2/38

1938-39

Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D) (Reviewed as "Vessel of Wrath")	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Bulldog Drummond's Bride (D) (Former title, "Mr. & Mrs. Bulldog Drummond")		John Howard-Heather Angel		7/28/39	a3/25/39
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)		John Howard-Gail Patrick		6/23/39	a2/18/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men		Anna May Wong-A. Quinn		6/30/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)		Jack Benny-Dorothy Lamour		7/7/39	a2/4/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		7/14/39	a4/8/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker (Mu-C)		Bing Crosby-Louise Campbell		8/25/39	a5/6/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Undercover Doctor (My) (Former title, "Federal Offense")		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

1939-40

Are Husbands Necessary?	F. MacMurray-Madeleine Carroll			In Prod.
Beau Geste (D)	Gary Cooper-Ray Milland			a3/4/39
Cat and the Canary (My-D)	Bob Hope-Paulette Goddard			a4/22/39
Disputed Passage (D)	Dorothy Lamour-Akim Tamiroff			a5/13/39
Double-Dyed Deceiver (D)	Tito Guizar-June Clayton			a5/27/39
Geronimo (D)	Preston Foster-Ellen Drew			a4/8/38
Gulliver's Travels	Tech. Cartoon Feature			In Prod.
Heaven On a Shoestring	Pat O'Brien-Olympe Bradna			In Prod.
Jamaica Inn (Cos-D)	Chas. Laughton	(F)		b5/27/39
Night Work (C)	Mary Boland-Charlie Ruggles			a5/20/39
Our Leading Citizen	Bob Burns-Susan Hayward			In Prod.
Range War (W)	Wm. Boyd-Geo. Hayes			In Prod.
Ruler of the Seas (D)	Fairbanks, Jr.—Lockwood			a5/20/39
St. Martin's Lane (D)	Laughton-Leigh	(F)		b7/9/38
What a Life (C)	Jackie Cooper-Betty Field			a4/8/39

R.K.O.-RADIO

1937-38

Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Crime Ring (D)	70	Lane-Mercer	(F)	7/8/38	b7/2/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Having Wonderful Time (C)	70	G. Rogers-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
I'm From the City (C)	70	Joe Penner	(F)	7/22/38	b7/30/38
Mother Carey's Chickens (D)	82	R. Keeler-A. Shirley	(F)	7/29/38	b7/30/38
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Sky Giant (D)	80	R. Dix-C. Morris	(F)	7/29/38	b7/23/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Bad Lands		N. Beery, Jr.-G. Williams			In Prod.
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)		Alice Eden-John Archer			a5/6/39
Five Came Back (D)		Chester Morris-Wendy Barrie		6/2/39	a4/22/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl and the Gambler (D) (Former title, "The Dove")		Steffi Duna-Leo Carillo		5/26/39	a4/22/39

R.K.O.-RADIO (Continued) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)		b5/20/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Little Mother (C)		Ginger Rogers-David Niven			a3/25/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Memory of Love (D)		Lombard-Grant-Francis			a5/13/39
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Racketeers of the Range (W)	64	Geo. O'Brien	(F)		b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D) (Reviewed as "Queen of Destiny")	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	4/29/39
Spell Binder		Lee Tracy-Barbara Reed			In Prod.
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede		George O'Brien			In Prod.
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/38
Way Down South (Mu-D)		Bob Breen			a5/13/39

REPUBLIC

1937-38

Army Girl (D)	87	P. Foster-M. Evans	(F)	7/15/38	b7/23/38
Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Gold Mine in the Sky (Mu-W)	60	Autry-Hughes-Burnette	(F)	7/4/38	b7/9/38
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Irish		Phil Regan-Jean Parker			In Prod.
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)		Roy Rogers-Mary Hart			a5/13/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)		Byrd-Cabot-Ryan			a5/13/39
Mountain Rhythm (W)		Gene Autry-Smiley Burnette			a5/6/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
SOS—Tidal Wave (D)		Ralph Byrd-Kay Sutton		6/12/39	a4/29/39
Southward Ho! (W) (Former title, "Headin' for Texas")	58	Roy Rogers-Mary Hart		5/19/39	a4/22/39
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	57	3 Mesquiteers		5/12/39	a4/1/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)		3 Mesquiteers			In Prod.
Zero Hour (D)	62	Frieda Inescort-Otto Kruger		5/27/39	b5/27/39

TWENTIETH CENTURY-FOX

1937-38

Always Goodbye (D)	70	B. Stanwyck-H. Marshall	(F)	7/1/38	b6/25/38
I'll Give a Million (C-D)	70	W. Baxter-M. Weaver	(F)	7/22/38	b7/16/38
Little Miss Broadway (C-D) (Reviewed as "Look Out, Mr. Moto")	70	Shirley Temple	(F)	7/29/38	b7/9/38
Panamint's Bad Man (W)	60	Ballew-Daw	(F)	7/8/38	b10/1/38
Passport Husband (C-D)	73	Erwin-Moore	(F)	7/15/38	b7/2/38
We're Going to Be Rich (Mu-D)	80	Gracie Fields-McLaglen-Donlevy	(F)	7/8/38	b5/14/38

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My-D)		Sidney Toler-Phyllis Brooks		6/16/39	a3/11/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Gorilla (C)	65	Ritz Bros.-Anita Louise	(F)	5/26/39	b5/27/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (My)		Stuart Erwin-Gloria Stuart		6/30/39	a5/6/39
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
So This Is London (C) (Reviewed as "Paddy Darling")	70	Drayton-Hare	(A)		b2/4/39

20TH CENT.-FOX (Cont.) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D) (Reviewed as "Meridian 7-1212")	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
White Lady of the Orient (D) (Former title, "By the Dawn's Early Light")		Alice Faye-Warner Baxter		7/7/39	a8/13/38
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)		Henry Fonda-Marjorie Weaver		6/9/39	a4/8/39

1939-40

Charlie Chan at Treasure Island	Sidney Toler-Sen Yung			In Prod.
Chicken Wagon Family	Jane Withers-Leo Carrillo			In Prod.
Escape, The (D)	Kane Richmond-Amanda Duff			a5/27/39
Girl Must Live (C) 93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Harmony at Home	Jean Rogers-Robert Kellard			In Prod.
Hotel For Women (D)	Elsa Maxwell-Jas. Ellison			a5/13/39
Jones Family at the Grand Canyon (D)	Jones Family			a5/13/39
Rains Came D)	Loy-Power-Brent			a5/13/39
Stanley and Livingstone (D)	S. Tracy-Greene-Kelly			a3/4/39

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D) (Reviewed as "Mutiny In the Mountains")	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett			a3/25/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Four Feathers (Tech.) (D) 109	Duprez-Smith-Richardson	(F)		b4/29/39
Music School	Jascha Heifetz-Andrea Leeds			In Prod.
Over the Moon	Oberon-Rex Harrison (Tech.)			In Prod.
Real Glory	Gary Cooper-Andrea Leeds			In Prod.
Winter Carnival (D)	Ann Sheridan-Richard Carlson			a5/13/39

UNIVERSAL 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Danger On the Air (My)	65	D. Woods-N. Grey	(A)	7/1/38	b7/2/38
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/5/38	b8/6/38
Little Tough Guy (D)	85	Wilcox-Parish-Dead End Kids	(F)	7/22/38	b7/16/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
Prison Break (D)	68	Farrell-MacLane	(F)	7/15/38	b7/16/38
Rage of Paris (C-D)	76	D. Darrieux-D. Fairbanks, Jr.	(A)	7/1/38	b6/18/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Inside Information (D)		June Lang-Dick Foran		6/2/39	a5/20/39
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear	66	Wm. Gargan-Irene Hervey		6/30/39	a4/1/39
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Modern Cinderella		Irene Dunne-Charles Boyer		8/4/39	In Prod.
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets (D)		Fairbanks, Jr.-Barbara O'Neil		5/26/39	a5/6/39
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		6/9/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

1939-40

Bright Victory	J. Cooper-Freddie Bartholomew			In Prod.
Dames	Sigrid Gurie-Donald Brfggs			In Prod.
I Stole a Million	George Raft-Claire Trevor			In Prod.
Mikado (Mu) 90	Kenny Baker (Tech.)	(F)		b5/20/39
Mutiny On the Blackhawk (D) (Former title, "In Old California")	Arlen-Moore-Devine			a5/20/39
Old Grad (D)	Charley Grapewin-Anita Louise			a5/6/39
Underpup	Rob't Cummings-Nan Grey			In Prod.

WARNER BROS. 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Amazing Dr. Clitterhouse (C-D)	87	Robinsen-Bogart-Trevor	(A)	7/30/38	b6/25/38
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Cowboy From Brooklyn (Mu)	80	D. Powell-P. Lane	(F)	7/16/38	b6/11/38
Men Are Such Fools (C-D)	69	Morris-P. Lane	(F)	7/2/38	b6/4/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
My Bill (C-D)	65	Francis-Litel	(F)	7/9/38	b6/25/38
Penrod's Double Trouble (C-D)	60	Mauch Twins-The Lockharts	(F)	7/23/38	b4/2/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38

WARNER BROS. (Cont.) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C) (Former title, "Lighthorse Harry")		Bert Wheeler-Marie Wilson			a4/29/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (C) (Former title, "Family Reunion")		John Garfield-Priscilla Lane			a3/4/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Devil On Wheels (D) (Former title, "The Roaring Crowd")		Pat O'Brien-Ann Sheridan			a3/18/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)		Lindsay-Dead End Kids			a2/18/39
Hobby Family (D)		Jane Bryan-Henry O'Neill			a5/6/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Man Who Dared D) (Reviewed as "I Am Not Afraid")	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas		6/17/39	a3/4/39
Naughty, But Nice (C) (Former title, "Always Leave Them Laughing")		Dick Powell-Gale Page			a12/10/38
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Steeplechase (D) (Former title, "Gantry the Great")		Edith Fellows-Jimmy McCallion			a3/25/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson			a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

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Angels Wash Their Faces (D) (Former title, "Battle of City Hall")	Dead End Kids-Reagan-Sheridan			a4/1/39
Career Man	Joel McCrea-Jeffrey Lynn			In Prod.
Dust Be My Destiny (D)	John Garfield-Priscilla Lane			a5/27/39
Lady and the Knight	Davis-Flynn-deHavilland			In Prod.
Nancy Drew and Hidden Stair-case (D)	Bonita Granville-Frankie Thomas			a5/27/39
No Place to Go (D)	Gloria Dickson-Dennis Morgan			a5/27/39
Old Maid (D)	Bette Davis-George Brent			a5/6/39
Return of Dr. X	Lys-Bogart-Morris-Lane			In Prod.
Torchy—Dead or Alive	Jane Wyman-Tom Kenneky			In Prod.

STATES RIGHTS

Code of the Cactus (W)	Tim McCoy		Victory	a1/14/39
Code of the Fearless (W) 56	Fred Scott	(F)	Spectrum	b1/21/39
Dark Sands (D) 65	Robeson-Wilcoxon-Ford	(F)	Record	b7/30/38
Delinquent Parents (D) 61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D) 74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C) 65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D) 80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D) 59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W) 63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Juarez and Maximilian 95	Medea Novara-L. Atwill	(F)	Torres	b4/29/39
I Demand Payment (D) 55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W) 59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D) 63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D) 73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House (D) 57	Stone-Lee	(A)	Jay-Dee Kay	b8/6/38
Peg of Old Drury (D) 80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D) 66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rangle River (W) 72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Rebellious Daughters (D) 60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C) 72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail	Tim McCoy		Victory	a12/3/38
Slander House (D) 65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)	Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)	Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)	Jack Buchanan	(A)	C&M	b10/15/38
Trigger Fingers (W)	Tim McCoy-Jill Martin		Victory	a5/6/39
Unashamed (D) 70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D) 85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D) 83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders	Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D) 89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D) 80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D) 83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D) 89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
40 Little Mothers (C) 92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D) 90	Gabin-von Stroheim	(A)	World	b10/15/38
Orage (D) 73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D) 76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Short Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs		7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Good Old American Home		10½	Not Rev.
Montmartre Madness	Entertaining	10	5/27/39
Night In a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	Coming
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
SPORT THRILLS (13)			
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	Coming
Inside the White House	Fair	11	2/11/39
Washington	Very Good	10	12/17/38

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ALL STAR COMEDIES (18)
CINESCOPES (6)
COLOR RHAPSODIES (16) Tech.
COMMUNITY SINGS (10)
FABLES CARTOONS (6)
FOOLS WHO MADE HISTORY (6)
MOMENTS OF COMEDY (6)
PALS AND PETS (6)
PHANTASIES CARTOONS (10)
SCREEN SNAPSHOTS (12)
STOOGE COMEDIES (8)
WASHINGTON PARADE (6)
WORLD OF SPORTS (12)

EDUCATIONAL 1938-39

	Comment	Running Time	Reviewed Issue of
CAVALCADE OF STUFF (2)			
No. 1	Swell Stuff	10	9/10/38
No. 2	Excellent	10	9/10/38

MGM 1938-39

CARTOONS (15)			
Art Gallery	Excellent	8	5/27/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Money to Loan	Excellent	20	4/ 1/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humerous	11	1/28/39
Clown Princes	Funny	10	5/ 6/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia	Good	9	Coming
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary		9	Not Rev.
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

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CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIX (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineer	Amusing	7	Coming
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39

PARAMOUNT (continued)

	Comment	Running Time	Reviewed Issue Of
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	Coming
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	Coming
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/18/38
Diamond Dust	Very Good	10	5/27/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)			
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
Refugee—Today & Tomorrow	Tops	17	12/24/38
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39
Dixie—U.S.A.	Fine	19	5/13/39

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors		10	Not Rev.
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	Coming
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G. Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)
DRIBBLE PUSS PARADE—LEW LEHR (6)
FASHION FORECASTS (4) (Tech.)
MAGIC CARPET OF MOVIETONE (6)
SPORTS REVIEWS—THORGERSEN (6)
TERRYTOONS (26) (10 in Tech.)

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jingle, The		10	Not Rev.
Maharajah		10	Not Rev.
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev
No. 63	Fascinating	10	Coming
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	Coming
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	Coming
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Nuts		7	Not Rev.

1939-40

CARTUNES (13) WALTER LANTZ
GOING PLACES (15)
MENTONE MUSICALS (13)
SPECIAL SUBJECT (1)
March of Freedom .... Well Done ..... 20 . 5/20/39
STRANGER THAN FICTION (15)

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)			
Boarder Trouble		17	Not Rev.
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience		10	Not Rev.
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	Coming
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	Coming
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
MELODY MASTERS (Cont.)			
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation.	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever		7	Not Rev.
Believe It Or Else	Clever Satire	7	Coming
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way		10	Not Rev.
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)
COLOR PARADE (10)
LOONEY TUNES (16)
MELODY MASTERS (10)
MERRIE MELODIES (26) (Tech.)
VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of the Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

	No. Chaps.	Reviewed Issue Of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Dick Tracy Returns	15 Chaps.	8/ 6/38
Fighting Devil Dogs	12 Chaps.	5/28/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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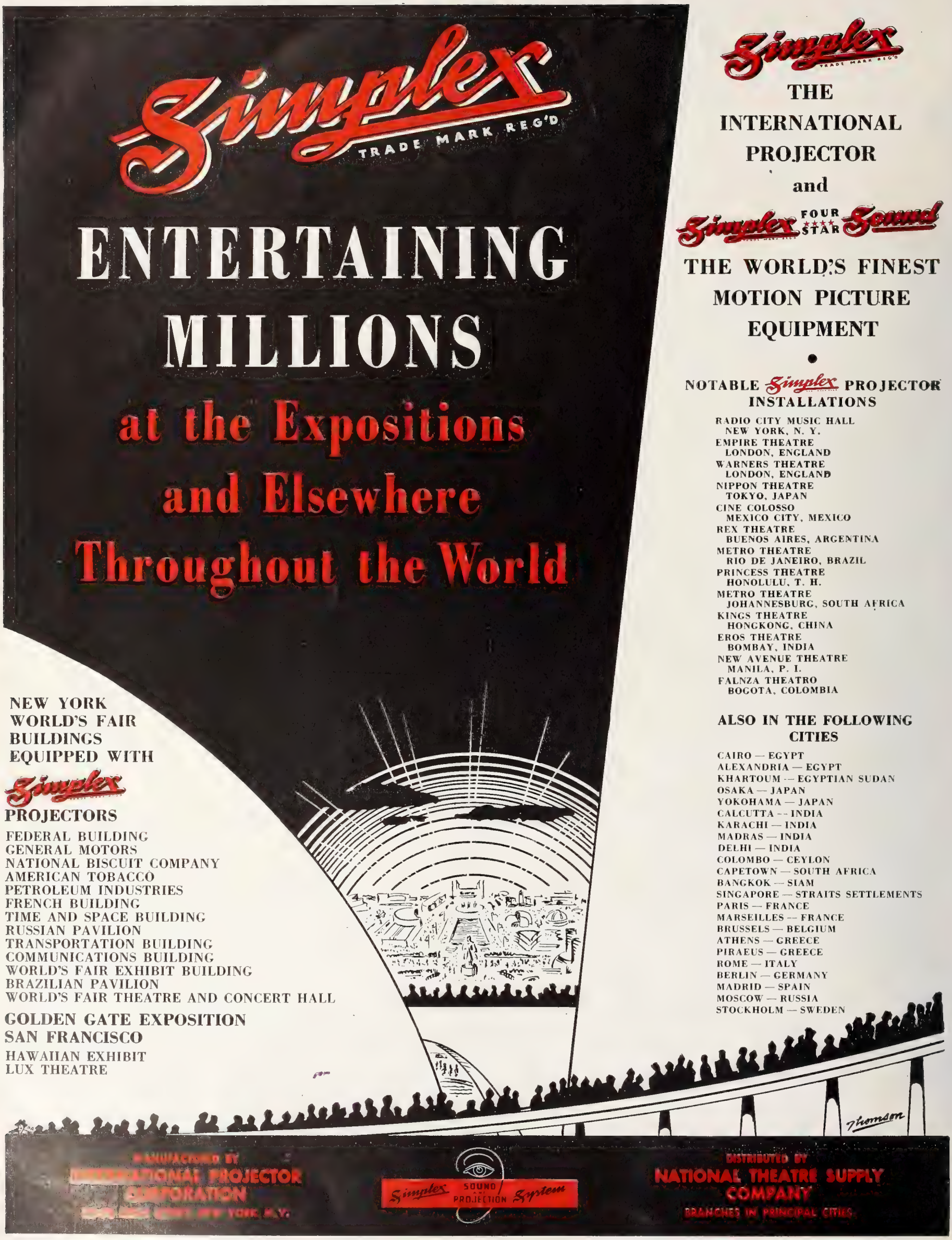
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SHOWMEN'S

MOTION PICTURE

Trade Review

CHARLES E. ("CHICK") LEWIS
Editor and Publisher



June 3, 1939
ol. 30 No. 19

ANNIVERSARY NUMBER

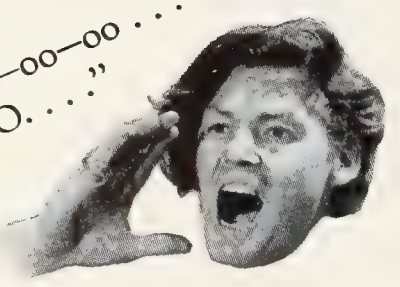
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"We're topping 'Pygmalion' at the Astor, N. Y., and 4-Star, Los Angeles."

"GOODBYE MR. CHIPS"

Not only launching a great current attraction, but solidifying the box-office stature of Robert Donat and introducing the screen's sensational new star Greer Garson.



"Ee—yi—oo—oo . . . S.R.O. . . ."

"TARZAN Finds A Son!"

The first Tarzan film in 3 years, with *all new* and *all different* thrills to pack in the devoted fans. With Johnny Weissmuller, Maureen O'Sullivan and a Tarzan, Jr. child wonder!



"MAISIE" The Explosive Blonde

Watch for M-G-M's trade announcement "How To Exploit 'Maisie'." This surprise picture is a showman's opportunity. Ann Sothern, Robert Young in a sock entertainment!



"On BORROWED TIME"

Broadway's beloved stage hit comes to the screen with power, thrill and human appeal. The top role in Lionel Barrymore's career! And a new juvenile star is born, Bobs Watson!



"Andy HARDY Gets Spring Fever"

Completed and ready for preview and already the studio is humming with advance raves. Lewis Stone, Mickey Rooney and all the folks in a Hardy picture sensationally different from any one thus far!



TAYLOR-LAMARR

The most eagerly awaited picture of years is "LADY OF THE TROPICS" and those who have seen it thus far are predicting the biggest box-office property of the heat waves! Tell your folks "Hedy was worth waiting for!"

Now — and in the months to come — and in glorious 1939-40!

THE FRIENDLY COMPANY

JUN -5 1939

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6th Anniversary Issue Highlights

Radio City

Here is as intimate a story of the inside workings of the Music Hall's front house staff as you could ever hope to read. Written by our own Ralph Cokain, you'll find it a revealing and intriguing account of those who go to make up the happy family that is making theatrical history.

• • •

Gags, Games and Gadgets

Of timely interest and importance is this analytical searchlight on the why's and wherefore's of the giveaway racket in show-business. Perhaps you will find it strikes close to your own thoughts on the subject.

• • •

"Corny" Advertising?

"Is Film Advertising Corny?", is the terse title of a most interesting cross-section of opinion from two authorities on the subject. Coming at a time when a lot of movie men are asking themselves and others questions along these lines, makes it all the more important . . . and darned good reading too.

• • •

The Manager Soliloquizes

For a brief bit of light reading, you might take quite a fancy to this burlesque of a day in the manager's existence. Or does the account strike nearer home in your case?

• • •

Selling the Theatre

Most theatremen are so busy selling pictures that they generally lose sight of the importance of selling the theatre too. At any rate, you may find the germ of an idea here that might point the way for a swell institutional campaign.

• • •

Program Exchange

Already a recognized service, exclusive with STR, that has brought together hundreds of live theatremen all intent upon improving their programs through the medium of swapping ideas. Whether you use one yourself is not important. The ideas you can get out of this department are.

• • •

Fireworks

The Fourth of July is "just around the calendar", so we give you a few suggestions on how to help revive a possible weakness at the box office. You have everything to gain and nothing to lose by reading it.

• • •

Beauty Pageants

Just another (ho hum) service that your favorite trade journal offers. "Have you tried a beauty pageant lately?" Well, why not? You answer this one yourself.

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"Bridal Suite"

A grand Showmanalysis dealing with the best selling idea as revealed by the exploitation experts of STR. Brought together and so presented that the big theatres can expand and the little ones boil them down to suit all requirements.

• • •

The Short Subject

Another exclusive department with this publication. You'll find plenty of interest to all theatremen who are at all short-subject minded. Including the latest group of reviews, caught in projection rooms.

• • •

Trade Practices & Arbitration

The latest available draft of the trade practice reforms are presented word for word, together with the rules for arbitration as worked out by the hard working committee and offered for your approval or rejection. Better read it, it's important.

• • •

Hollywood

More and more theatremen tell us how snappy, interesting and valuable are the little newsy items gathered by our "Oldtimer" and conveyed via the Hollywood pages each week. Maybe you need something like this for your weekly broadcast or newspaper column. You'll find them both interesting and authentic . . . which in itself is unusual in this business.

• • •

Product for 1939-40

We've brought together a readable analysis of each company's plans, hopes and expectations for the coming season. The sole exception is RKO and its new announcement will not be made until after the sales convention late this month. You can learn more about them if you read through each one of these interesting reports.

• • •

What's New in Advertising?

Here we have ads from all over the country, from medium sized towns and cities. A study of these ads may give you a thought for some of your own. The advertising clinic has also some suggestions to make your ads summery looking.

• • •

STR's Booking Guide

For reference purposes and accuracy, these guides are unsurpassed in the industry. The feature booking guide contains complete information on all features released during the last year. The short subject guide gives the title of each subject in its proper series and a terse comment on the box office merits of each one.

THE LIBRARY OF CONGRESS GENERAL SERIAL RECORDS RECEIVED JUL 20 1939 COPY

When You're In New York

WELCOME TO WARNERS

Come on over and SEE MRS. TURNER



...Or write her. She and her staff can help you pick the spots you'll want to see, the places you'll want to dine at, the shows you'll want to go to. Remember us when you make your plans for the World's Fair—and remember that Mrs. Turner will worry about the details... because every friend of *Warner Bros.* is a friend of hers.

The Editorial Page

The Sixth Milestone

This issue commemorates the sixth anniversary of SHOWMEN'S TRADE REVIEW. Six years of taking an idea and building it up to what it represents in the motion picture industry today. To borrow an expression from a representative executive: "the only publication in the entire industry serving a really worthwhile purpose."

SHOWMEN'S TRADE REVIEW achieved its present position strictly through merit and merit alone. Employing politics or pressure to gain its ends has been and always will be definitely out.

Six years ago we started the paper with a definite purpose in mind. We have never departed from the purpose nor the determination to publish a trade journal dedicated to the theatreman and to service in every sense of the word. How well we succeeded is best evidenced by the fact that this paper, today, reaches over eighty-five per cent of the theatre buying power of the industry.

Every department and section of the paper is devoted to helping the theatreman better operate his theatre and sell his attractions to the public. Thus, we play an important part in getting more business to the theatre and through the theatre to the industry in general.

At this time and in the spirit of the occasion we express our gratitude and appreciation to our thousands of loyal subscribers, the home office executives and advertising managers for their encouragement and support. We sincerely hope that we will continue to merit it in the future as we have in the past.

It's our birthday but we are wishing YOU many happy returns of the day.

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The Final Draft

No one who heard MGM's Bill Rodgers at the New York Allied meeting, can help but admire and respect him for his honesty and outspoken report on the final draft of the trade reforms.

If the various representatives of both the distributors and exhibitors were to work from now until doomsday they would never fully satisfy all parties. So it is reasonable to assume that so long as some progress has been made, the industry is gradually approaching a stage where regulation from within is becoming a reality.

And if the present representatives of the exhibition branch of the industry do not accept the draft with a view to achieving further concessions later, then the exhibition branch should get itself a new group of negotiators. Furthermore, if they reject the present draft, then in our opinion they are dedicated to a policy of not wanting any kind of a draft.

STR recommends and urges ALL exhibitors to write to their organization leaders, if they belong to any, and to Mr. Rodgers personally, expressing themselves as being satisfied and willing to participate. And if you write Rodgers you might also thank him profusely for the magnificent job he has done, along with the other representatives of the distributors committee.

△ △ △

Speaking of Business

You cannot kid yourself into good business. Business right now is decidedly off. Whether it be seasonal or the result of general economic conditions, it doesn't matter. What does matter is that the hurt is being felt particularly by the smaller and independent exhibitors who, after a none too good season, need a little help right now.

Distributors can gather a wealth of goodwill among exhibitors by extending a helping hand during the current falling off of receipts and authorizing their branch managers to investigate carefully all requests for relief and acting favorably on those with them.

With summer coming on it seems reasonable to assume that any pick-up in business cannot materialize until the fall season gets underway. Theatremen must prune their operation costs consistent with good showmanship and good business but should make every effort to live up to their commitments without going into deep red.

If the current sentiment of "live and let live" is really sincere, here is a glorious opportunity of proving it. But both sides must be honest about what they ask or give.

△ △ △

Paramount's Convention

As this issue is being read we will be enroute to Hollywood on the Paramount Convention train to gain a first hand impression about the future plans of this company especially as they will affect the next season.

From advance information and rumors it appears that Paramount has been devoting a lot of time and thought to the development of a particularly strong product line-up for the 1939-40 season and from all indications will make its greatest bid for front line rating.

The name, Paramount, has stood for great things during the growth of this industry and the industry should feel as keen about an upward spurt as the company and its sales force themselves.

Greetings, therefore, to Paramount in convention and a sincere wish for the achievement of its expectations.

—*"CHICK" LEWIS*

ACTION fro





CALIFORNIA THEATRE SAN DIEGO . . . . . .

Breaks all time attendance and money record. Moved over to Orpheum for continuous first run.

FLASH!

LOEW'S STATE, NEW ORLEANS

Hits 137 per cent of average as first four days equal normal weekly gross for theatre.

ORPHEUM, MONTREAL

Joe Lightstone, owner of the Orpheum, reports second biggest opening of year. Held over second week of indefinite long run.

n San Diego to New York!





RADIO CITY MUSIC HALL
NEW YORK CITY

"A swashbuckling story of adventure . . . moves quickly and excitedly across the screen", says New York Daily News. Beats every attraction in town.

HELD OVER SECOND BIG WEEK
RADIO CITY MUSIC HALL!

HAL ROACH presents

CAPTAIN FURY

starring **BRIAN AHERNE · VICTOR McLAGLEN**

with JUNE **LANG** JOHN **CARRADINE** PAUL **LUKAS** GEORGE **ZUCCO** DOUGLASS **DUMBRILLE** VIRGINIA **FIELD**

AND A TREMENDOUS SUPPORTING CAST

Directed by **HAL ROACH** • *Screenplay by* **GROVER JONES** • JACK JEVNE • **WILLIAM DeMILLE**

RELEASED THRU UNITED ARTISTS







DELEGATES ON WAY TO MEET

Paramount Completes Plans For Los Angeles Convention

More than 75 Paramount home office executives, foreign and domestic sales representatives will leave here on Sunday, June 4, aboard a special Paramount Convention Train, leaving Grand Central Station at 4 P.M., to attend the company's annual sales convention which gets under way at the Ambassador Hotel in Los Angeles on June 8.



Y. Frank Freeman

The New York contingent will consist of the following executives:

Barney Balaban, Stanton Griffis, Adolph Zukor, Austin Keough, I. Cohn, John W. Hicks, George Weitner, Lou Diamond, Russell Holman, H. Klarsfeld, A. L. Pratchett, F. C. Henry, H. Hunter, C. R. Dickinson, T. Reddin, Neil F. Agnew, J. J. Unger, Charles Reagan, Oscar Morgan, G. B. J. Frawley, H. L. Lorber, A. J. Dunne, M. R. Goodman, F. A. Leroy, J. Roper, L. Flynn, Alec Moss, Al Wilkie, Don Velde, Sam Palmer, A. O. Dillenbeck, Don Gibbs, Moe Kallis, M. S. Kusell, I. A. Lesser, J. P. Touhy, M. R. Volck, M. Gluck, T. Aber, M. Mendel, E. H. Bell, H. A. Kaufman, A. Gebhart, J. C. Perley, E. W. Sweigert, U. F. Smith, H. Rubin, George T. Beattie, J. D. Holman, R. Garman, W. W. Sharpe, J. E. Fontaine, H. C. Thompson, J. Bryan, W. V. Dougherty, H. Davidson, R. M. Grace, R. Doyle, A. M. Kane, J. Moore, J. Gubbins, T. Duane, E. Bradley, W. L. Hughes, P. Broderick, J. Brown, H. Germaine, R. Carroll and T. P. Thornton.

The following trade paper representatives, making the trip as guests of Paramount, will also be aboard the Convention Special: Terry Ramsaye, Pete Harrison, "Chick" Lewis, Red Kann, W. R. Wilkinson, Sherwin Kane and George Morris.

En route to Hollywood the Convention Special will pick-up the following sales representatives at Albany: C. G. Eastman, R. D. Hayes, W Waters, G. Schuller Beattie and L. Beecher. At Buffalo the following men will board the Special: K. G. Robinson, M. Simon, F. H. Myers, W. Rosenow and E. Walter.

Arriving in Chicago, June 5 the Paramount Convention Special will be boarded by 85 sales representatives from various exchanges in that district. The group consists of the following men: H. H. Goldstein, M. R. Clark, M. Greenwald, T. L. Irwin, J. B. Gardner, H. Roth, M. Barrett, D. Kimelman, E. M. Stuve, G. Elmo, R. E. Caskey, G. H. Peterson, C. Mergen, R. L. Clark, J. J. Oulahan, M. S. Cummins, N. B. Kaplan, V. A. Kramer, C. W. Powers, H. Eberts, J. Harris, E. Ruff, M. A. Mulligan, J. L. Hunter, W. J. O'Neill, H. Pfaff, R. Murphy, H. O. Burns, M. A. Brown, T. Dowbiggan, P. J. Hogan, A. Usher, H. R. Hamburg, E. L. Goldberg, H. Wirthwein, B. F. Elrod, W. H. Hamm, L. Aurelio, J. Scott, J. T. Howard, J. E. Ryder, J. R. Young, H. E. Stuckey, J. E. Thompson, W. J. Embach, J. W. Brown, F. C. Clark, R. Scheinbaum, K. J. Werthamer, R. W. Baker, J. V. Lenahan, R. Weinfurter, J. H. Stevens, D. C. Newman, W. H. Esch, F. E. Wagoner, C. Kemp, A. Fromuth, H. F. Wilkie, J. F. Kirby, J. D. Campbell, K. Chalman, J. C. Goodson, W. G. Bradley, O. O. Ray, A. H. Duren, J. S. Young, W. F. Bugie, S. Frifield, H. L. Dean, T. S. Watson, H. T. Baker, H. E. Pickett, E. M. Adams, B. A. Slaughter, S. Lett, C. P. Freeman, D. Baum, E. B. Price, E. E. Shinn, M. J. Artigues, S. M. Otis, J. J. Nicoll and William Young.

At Omaha the following fifty-three members of the Paramount sales staff will join the home office contingent aboard the Convention Special; J. T. Manfre, G. W. Hinton, R. Carnie, J. W. Stark, J. R. Young, P. Hannon, A. H. Cole, J. H. States, N. Burruss, C. E. House, C. A. Roeder, J. T. McBride, W. A. Wandel, C. Scheufler, A. Mendenhall, E. I. Rubin, C. H. Wekks, B. A. Tomte, W. B. Haarmann, W. A. Overturf, R. M. Copeland, P. W. Robbins, F. V. Thomas, S. O'Hara, W. J. Curry, H. T. Bahner, B. Blotcky, J. Wolf, F. R. Anderson, R. P. Ableson, V. Sessler, L. A. Hummel, E. B. Lund, F. C. Myers, J. R. Fritcher, A. S. Carr, H. W. Braly, L. W. McClintock, C. L. Dees, C. H. Weaver, H. G. Simmons, B. H. Brager, T. W. Bridge, F. Larned, W. C. Kroeger, H. H. Gleaves, M. Schweitzer, J. J. Curry, H. Nicholson, T. H. McKean, G. Caughan, S. Brunk, E. Plumlee.

At Evanston, Wyoming, G. A. Smith and C. N. Peacock will board the special while at Salt Lake City the following 12 members of the sales staff will board the train en route to Hollywood: C. J. Bell, C. J. Duer, R. C. Ryan, W. M. Williams, J. Vos, W. A. Plunkett, F. H. Smith, A. Heid, H. M. Glanfield, J. G. Wilcos, H. Smith, and C. Burdette.

The following thirty-one executives and members of the sales staff will travel via auto and special train meeting the conventioners in Hollywood: G. K. Haddow, R. M. Gillham, M. Sattler, H. Randel, W. H. Erbb, W. Hansher, W. O. Kelly, G. Lynch, J. J. Donohue, H. N. East, J. M. Bettencourt, A. R. Taylor, H. W. Haustein, J. E. Hurley, R. C. McDonnell, M. Segal, D. Spracher, G. H. Haviland, R. L. Estill, F. A. Roe, A. R. Anderson, G. Brogger, L. G. DeWaide, L. G. Stang, D. A. Wilson, S. Ralston, D. Brickman, R. Simpson, J. C. Rodman, R. C. LiBeau and G. Sessler.

Members from the Los Angeles exchange also attending the three-day session include I. G. White, H. Haas, M. C. Burles, L. C. Bristol and J. Haas.

The above 274 executives, members of the foreign and domestic sales staff will convene with production officials at the opening session on Thursday, June 8 at the first day of the three day meeting with Neil F. Agnew, vice-president and general sales manager, presiding.

100% Club to Meet

The 100 Per Cent Club, 17 strong, will be honored. Special awards have been arranged for the members of this star group and will be presented at the conference. The Club comprises Albert Gebhart, Robert Grace, William V. Dougherty, Henry Germaine, Vincent Kramer, Robert L. Clark, William Esch, Norman Scheinbaum, Dwight Spracher, Jesse McBride, Robert Abieson, John E. Hurley, Clarence Burdette, Albert Duren, James C. Goodson, Jr.; George Gaughan, Thomas F. Dowbiggin. Each was 100 per cent sold in his territory.







Among the executives from the Paramount home office who will attend the convention on the Coast beginning next Thursday are those pictured on this page. At the top, left to right, are Barney Balaban, president; Neil Agnew, general sales manager; Charles Reagan, western sales manager; J. J. Unger, eastern sales manager; Oscar Morgan, southern sales manager. Bottom row, left to right are Stanton Griffis, chairman of the executive committee; John W. Hicks, vice-president in charge of foreign distribution; Robert Gillham, director of adv. and pub.; Lou Diamond, short subject sales mgr.

NEELY BILL VOTE 15 TO 3

Committee Favorably Reports Measure

NOW ON WAY TO SENATE

The Neely anti block-booking bill was reported favorably this week by the full Senate Interstate Commerce Committee by a vote of 15 to 3. Just prior to this the sub-committee had cast an even vote on the measure, which now goes to the Senate. Last year the Senate passed it, but the bill was tabled in the House, with Congress adjourning before any further action could be taken.

The Senate Committee earlier in the week had promised action, after Senator Neely had threatened to discharge the committee from considering the bill which he said had suffered "unpardonable, inexcusable and disgraceful delays." The West Virginia Senator, however, withdrew his Senate motion, but not before he had assailed Majority Leader Barkley for being present at only one session of the recent hearings.

2-Year, 5 Pics Deal

Erich Pommer, head of Mayflower Pictures, who arrived here this week to discuss a renewal of his releasing deal with Paramount, said the deal would probably run two years and embrace five pictures. He brought with him a print of "Jamaica Inn", third release on his current 4-picture deal with Paramount.

SHOWMEN'S MOTION PICTURE Trade Review

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Film Nets $70,000

Concluding June 1 the longest run of any picture to play the Rivoli Theatre, "Wuthering Heights" netted its producer, Samuel Goldwyn, well over $70,000 in film rental for the film's 7 weeks engagement, it is understood. Laurence Olivier, whose performance in the picture has put him in the front rank of screen players, was host at a cocktail party given for members of the trade press and other industry notables at the theatre last week.

Ben Washer Returning To Samuel Goldwyn

Ben Washer is returning to Samuel Goldwyn as the latter's New York publicity and advertising representative, it was announced this week. Washer has been in charge of publicity for George Abbott Productions and Frank J. McCarthy succeeds him.

Abrams Made Univ. Short Subject Sales Mgr.

Promotion of Leo Abrams, for many years manager of Universal's Big U Exchange, to the newly created post of short subject sales manager for the company, was announced this week by W. A. Scully, general sales manager. David Levy will take over Abrams' post.

Report Eastern Circuit Next D of J Target

A monopoly suit against a large Eastern circuit operating in several states and the major distributors is being prepared by the Department of Justice, it is reliably reported. Said to be similar to the one filed against the Griffith circuit, the action is expected to be filed within 60 days. The suit is to be based on exhibitor complaints, according to the report.

Fails to Approve Pact

Kansas City—The annual convention of the Kansas-Missouri Theatre Owners Ass'n. closed here last week without approving the Trade Practice Code.

Memorable Premiere by 20th Makes U.S. Lincoln Conscious

Marian Anderson, Lowell Thomas, Others Featured in Broadcast of Event

By TOM KENNEDY

Springfield, Ill.—Twentieth Century-Fox this Memorial Day made America Lincoln-conscious with a memorable world premiere of "Young Mr. Lincoln" at the Fox Lincoln Theatre here. A national broadcast preceding the showing of the picture carried the story of the presentation to the far corners of the land. Crowds of Springfield townsfolk gathered at the theatre to see the stars and visitors brought here by 20th-Fox.

More than 100 reporters, feature writers and photographers were present. A special train from the East took the bulk of these spreaders of the news to the city made historic by Lincoln. Charles E. McCarthy, director of advertising for 20th-Fox, headed the home office staff which had complete direction of the premiere events and excursions. Marian Anderson, noted contralto sang "America" before the opening.

The Illinois Legislature and the City of Springfield cooperated with Mr. McCarthy and his assistants in making the premiere an event of statewide importance. John W. Kapp, mayor of Springfield, turned the city over to the picture industry, as it were, for the "Young Mr. Lincoln" unveiling on the evening of Memorial Day. The press representatives and the stars, Alice Brady, Arleen Whelan, Binnie Barnes, Cesar Romero, who entrained from Hollywood on a special that railroaded them to Springfield, were guests at a civic luncheon of the Mid-Day Luncheon Club of Springfield. Greetings to 20th-Fox by Mayor Kapp were responded by on behalf of the visitors by Lowell Thomas.

The premiere at the Fox Lincoln was a gala event at which Illinois was represented by Lt. Governor John Stelle and a committee of state senators and representatives.

Gallagher Joins STR

STR announces with pleasure the appointment of Joseph H. Gallagher as motion picture advertising manager, effective June 5. Well known in the industry, Gallagher has been general manager of Box Office for the past 8 years and prior to that Director of Public Relations for Columbia. Before joining Columbia, he was engaged in theatrical advertising for 9 years, and was also engaged in the publication and advertising agency business.

Gov't Interference Assailed

Warning Against Growing Trend Sounded By Kuykendall at STOA Convention

Jacksonville, Fla.—Ed Kuykendall, president of the MPTOA, sounded a warning against the growing trend in Washington to meddle and interfere with business, in a speech delivered here before the annual convention of the Southeastern Theatre Owners Association. Over 300 registrations were reported.

Kuykendall declared there is an appalling lack of understanding regarding the problems of business with the result that present laws and proposed legislation have both big and little business scared to death. Most of the MPTOA prexy's time was devoted to pointing out evils of the Neely bill, which he described as the first big step leading to governmental regulation and control. On the second day of the meet he analyzed and discussed the trade practice code.

Presiding at the meet was M. C. Moore, president. Mayor George C. Blume welcomed the theatre owners. The success his company had experienced in making its own trailers was discussed by Richard Kennedy of the Wilbey-Kincy Corp. A humorous talk on buying and selling pictures was delivered by Roy Martin, of Columbus, Ga.



Jack Harrower of Film Daily, Mrs. Harrower and Tom Kennedy of STR as they left on Monday for the World premiere of Twentieth Century-Fox's "Young Mr. Lincoln" in Springfield, Ill.



PROGRESS WON'T WAIT FOR THE WORLD OF TOMORROW

★ LEADERSHIP

★ In

★ READERSHIP

IS the symbol of progress and preference in trade papers. Motion picture showmen acted quickly in putting their stamp of approval on a young, alert progressive trade paper. The result: Now, right this minute, only six (count 'em 6) years after its first issue came off the presses, SHOWMEN'S TRADE REVIEW is the preferred trade paper of showmen of America. Their preference is for a paper that concentrates on Service; practical, square-shooting, hard-hitting showmanship. This preference for the Service Paper of the industry, gives STR undisputed leadership in readership.

STR

SHOWMEN'S TRADE REVIEW

RULES APPEAR OK TO MYERS

Cole and Kuykendall Are in Assent

LATTER ASKS TRYOUT

The distributors' proposed rules of arbitration were described as "very encouraging" by Abram F. Myers, Allied general counsel, while a similar view was taken by Col. H. A. Cole, president of Allied. The belief it should be tried was expressed by Ed Kuykendall, MPTOA president.

Explaining he could not give a final opinion on the rules because he had not had time to study them in detail, Myers added that he was required "to give my opinion to the Allied board and am not free to make a public declaration in advance of that. The rules may be affected by changes in the substantive provisions of the code which I have not received."

Col. Cole said that at last the Allied convention will have something in which the delegates can "sink their teeth.'" In a telegram, Kuykendall advocated trying the arbitration rules and correcting them, if necessary.

A checkup of exhibitors following the Kansas-Missouri convention in Kansas City last week revealed that most exhibitors are willing to embrace the "relieving clauses" of the proposed pact which have to do with the nonforcing of shorts and arbitration of clearance.

MANY GUESTS AT EXHIBS' LOUNGE

Showmen Continue to Pour In at RKO Headquarters

Leading exhibitors continue to stop at RKO Radio's exhibitors' lounge in Rockefeller Center, according to H. M. Richey, RKO director exhibitor relations. Among the showmen and others registered there this week are:

Miss Minna G. Rosen, New Oakdale Theatre, Buffalo, N. Y.; H. G. Carroll, Strand Theatre, Rochester, N. Y.; Albert Francis, Liberty Theatre, Buffalo, N. Y.; Benjamin and Morris Flaks, Lincoln Theatre, Baltimore, Md.; Herbert H. Hoch, Rialto Theatre, Buffalo, N. Y.; George Fitzpatrick, Jr., RKO Radio Pictures, Sydney, Australia; Marvin Atlas, Capitol, Niagara Falls; Mrs. Paul Dietrich and daughter, wife and daughter of Paul Dietrich connected with Oxnard, Inc., Los Angeles; Herman Field and Philip N. Berger, Treat Theatre, Newark, N. J.; Herman Lorence, Cattaragus, Cattaraugus, N. Y.; S. Geitner, Geitner, Silver Creek, N. Y.; R. R. Doyle, RKO Radio's managing director for Australasia.

RODGERS OFFERS NEW PLAN

Big Interest in Allied Meet

System of Arbitration Machinery Proposed For Settling Disputes

CALLS FOR 2 BOARDS

Believed by the distributors to be something which will assist in settling disputes within the industry, a system of arbitration machinery was announced last week by William F. Rodgers, MGM general sales manager and a most important figure in devising the plan.



William F. Rodgers

Stating the system was not perfect, but that it represented the distributors' best efforts, Rodgers told the N. Y. Allied convention he hoped it would be accepted. Two boards are provided for by the arbitration machinery—a so-called permanent board and a special board. This, in brief, will be the setup:

In all exchange centers the boards will be established; a panel of neutral arbitrators is provided for by the rules; the permanent board consists of one arbitrator from the neutral panel and two others; the special arbitration boards will settle two-party disputes and clearance problems.

In detail, the rules, which will be found on pages 45 and 68, clarify the workings of panels and procedure. Copies of the arbitration rules were sent to all exhibitor organizations and to the Department of Justice. Accompanying the proposals was a letter from Rodgers to each of the units.

In his address before the convention, Rodgers pointed out that the Trade Practice Code had been somewhat revised to meet certain suggestions and that these changes would be announced in a few days. He presented an analysis of the benefits under the various reform provisions in the code.

As far as the exclusion privilege is concerned, he asserted that all that was asked is that an account "not be in material default on an existing contract." "Because of our problems," Rodgers said, the trade announcement is limited in its provisions. Describing the provision for public demand for exceptional features as "not perfect by any means," he said, however, that it was a "great improvement."

The deferred playing time reform, as seen by Rodgers, "is very definitely a relief to the smaller operator." He termed the separate selling of shorts "of a material benefit to many." On the elimination of score charges, he said distributors would, of course, try to be recompensed for these eliminations, "yet it resolves itself to a matter of negotiation." In the instance of allocation of features, he said that once designation has been made mutual agreement is necessary to change it.

Stating he was none too optimistic about a short form of contract, a standard form is out of the question, Rodgers declared. Speeding up of availability should be brought about by the selective license provision, he declared, and that governing the playing of pictures in order of release was hailed as corrective.

Important Dates

June 4-6: Theatre Owners of North and South Carolina convention, Ocean Park Hotel, Myrtle Beach, S. C.
June 8-10: Paramount convention, Hotel Ambassador, Los Angeles.
June 12: MPTO of Va. midsummer convention, Roanoke Hotel, Roanoke.
June 13-15: Allied National convention, Nicollet Hotel, Minneapolis.
June 19-22: RKO Convention, Westchester Country Club, Rye. N. Y.
June 19-22: National Conference on Visual Education, Francis W. Parker School, Chicago.

An Esquire Prospect

At the cocktail fashion show in honor of Elizabeth Hawes, author of "Men Can Take It," published by Random House, Si Seadler, MGM advertising manager, scored first honors for the "best dressed" in the "monkey business" division. Si was selected for wearing a pair of tux trousers, flaming yellow shirt and black bow tie. Vicki Lester, of Hollywood renown, presented him with a prize award of striking red, white and blue suspenders, matching his outfit. Life covered the event as the "party of the week."

Theatremen, Industry Executives Expected To Attend Sessions

MANY TALKS ON TAP

Minneapolis—Plans were nearing completion this week for the national Allied Convention to be held at the Nicollet Hotel in Minneapolis, June 13-15. Speakers for the program are being lined up, and it is expected a large delegation of theatremen and others prominent in the industry will be on hand.

ITOA of New York will send a committee for the purpose of discussing and voting on the acceptance of the trade practice proposals. A letter from Al Steffes, Northwest Allied president, has assured ITOA that "your committee is not only welcome, but also bring as many theatre owners as possible."

It is probable that invitations sent to Will Hays, C. C. Pettijohn, as well as major executives and representatives of the MPTOA will be accepted. William F. Rodgers, MGM sales chief, is scheduled to attend.

Assisting Steffes, chairman of the convention committee, are Jack Kirsch, Maurice Rubin, Henry Lazarus, Herman Blum, Nathan Yamins, Ray Branch, Irving Dollinger, M. B. Horwitz, P. J. Wood, Martin Smith, M. A. Rosenberg, S. J. Samuelson, C. H. Olive, H. A. Cole, Edward Maertz and Abram F. Myers.

Father of Par. H. O. Official Dies at 68

Boston—Funeral services were held Monday at the Second Church here for Chas. Innes, 68, father of Hiller Innes, Paramount home office production manager.

Memorial Day Business Off

World's Fair, Warm Weather, Are Cited as Possible Causes; Astor Only Exception

Holiday business along Broadway Memorial Day was considerably lower than it was at the same time last year, a checkup of first-run theatres revealed. The only exception to this report was the Astor, where "Goodbye Mr. Chips" looks set for a long and profitable run. Business at the other houses was especially light during the matinee.

Several reasons were given for the abnormal grosses. The day was warm and clear, which drove thousands to the beaches and to the great outdoors for picnics and motor trips. Responsible, too, was the fact that the N. Y. World's Fair drew its largest week-day attendance, exclusive of Sundays, since the exposition opened.

Although there has not yet been an official checkup, it is believed that film theatre business throughout the country was below normal, especially where temperatures were high and outdoor amusements beckoned prospective patrons.

WEEKLY STUDIO CHECK-UP

Any picture on which Advance Dope has been published is followed by an asterisk (*). Consult the booking guide for dates on which Advance Dope appeared.

[This Week: In Production—55; Being Edited—74]
[Last Week: In Production—56; Being Edited—72]

COLUMBIA

Being Edited

ARIZONA COWBOY (W)*
MISSING DAUGHTERS*
GOOD GIRLS GO TO PARIS*
MAN FROM SUNDOWN (W)*
PARENTS ON TRIAL
MOUNTED POLICE No. 2
Charles Starrett, Iris Meredith. Directed by C. C. Coleman, Jr.

In Production (1938-39)

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

COAST GUARD
Randolph Scott, Ralph Bellamy. Directed by Edward Ludwig.

A WOMAN IS A JUDGE
Frieda Inescort, Rochelle Hudson. Directed by Nick Grinde.

ESCAPE FROM ALCATRAZ
Brian Donlevy, Jacqueline Wells. Directed by Hans Schwartz

BLONDIE TAKES A VACATION
Arthur Lake, Penny Singleton. Directed by Frank Strayer

CRIMINAL AT LARGE
Jack Holt, Patricia Ellis. Directed by Lewis Collins. Produced by Larry Damour.

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

LADY TAKES A CHANCE*
MIRACLE OF MAIN STREET
with Margo, Walter Abel, Lyle Talbot. Directed by Steve Sekely.

In Production

TROUBLE OVER THE PACIFIC
William Gargan, June Lang. Directed by Elmer Clifton in Cosmocolor

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

MAISIE*
ANDY HARDY GETS SPRING FEVER*
ON BORROWED TIME*

Being Edited (1939-40)

STRONGER THAN DESIRE*
WIZARD OF OZ (Tech.)*
BLACKMAIL
Edward G. Robinson, Nat Pendleton. Directed by H. C. Potter.

In Production (1938-39)

LADY OF THE TROPICS

MGM (Cont.)

In Production (1939-40)

THE WOMEN*
GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

BABES IN ARMS
Mickey Rooney, Judy Garland. Directed by Busby Berkeley

BALALAIKA
Nelson Eddy, Ilona Massey. Directed by Reinhold Schunzel.

THUNDER AFLOAT
Wallace Beery, Robert Young. Directed by George Seitz.

A DAY AT THE CIRCUS
Marx Brothers and Florence Rice. Directed by Eddie Buzzell.

MIRACLES FOR SALE
Florence Rice, Robert Young, Henry Hull. Directed by Tod Browning.

MONOGRAM

Being Edited

DOWN THE WYOMING TRAIL (W)*
GIRL FROM NOWHERE*
STUNT PILOT*

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*
UNDERCOVER DOCTOR*
GRAND JURY SECRETS*
MAN ABOUT TOWN*
MAGNIFICENT FRAUD*
BULLDOG DRUMMOND'S BRIDE*
ISLAND OF LOST MEN*
MILLION DOLLAR LEGS*

Being Edited (1938-39)

NIGHT WORK*
GERONIMO*
BEAU GESTE*
WHAT A LIFE*
CAT AND THE CANARY*
LAWFUL OUTLAWS (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman

In Production (1939-40)

DISPUTED PASSAGE*
THE STAR MAKER*
RULER OF THE SEAS*
DOUBLE DYED DECEIVER*
HEAVEN ON A SHOESTRING
Pat O'Brien, Olympe Bradna. Directed by Lewis Milestone.

OUR LEADING CITIZEN
Bob Burns, Susan Hayward. Directed by Alfred Santell.

GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

ARE HUSBANDS NECESSARY
Fred MacMurray, Madeleine Carroll. Directed by Edward H. Griffth.

In England

FRENCH WITHOUT TEARS
Ray Milland, Ellen Drew. Directed by Anthony Asquith. Produced by Mario Zambi.

RKO-RADIO

Being Edited

FIVE CAME BACK*
LITTLE MOTHER*
GIRL AND THE GAMBLER*
CAREER*
WAY DOWN SOUTH*
BAD LANDS*
SPELL BINDER*

In England

SAINT IN LONDON
George Sanders, Sally Grey. Directed by John Paddy Carstairs.

In Production

MEMORY OF LOVE*
TIMBER STAMPEDE (W)*
NURSE EDITH CAVELL*
MY FIFTH AVENUE GIRL
Ginger Rogers, Tim Holt. Directed by Gregory La Cava.

REPUBLIC

Being Edited

SOUTHWARD HO*
MOUNTAIN RHYTHM*
IN OLD CALIENTE*
MICKEY, THE KID*
LAUGHING IRISH HEARTS*

In Production

WYOMING OUTLAW (W)*
COLORADO SUNSET
Gene Autry, Smiley Burnett. Directed by George Sherman.

20th CENTURY-FOX

Being Edited (1938-39)

WHITE LADY OF THE ORIENT*
SUSANNAH OF THE MOUNTIES*
NEWS IS MADE AT NIGHT*
IT COULD HAPPEN TO YOU*
SECOND FIDDLE*

Being Edited (1938-39)

STANLEY AND LIVINGSTONE*
QUICK MILLIONS*
ESCAPE*
CHARLIE CHAN AT TREASURE ISLAND*

In Production (1939-40)

HOTEL FOR WOMEN*
THE RAINS CAME*
CHICKEN WAGON FAMILY
Jane Withers, Leo Carillo. Directed by Herbert I. Leeds.

HARMONY AT HOME
Jean Rogers, Robert Kellard. Directed by Otto Brower.

HERE I AM A STRANGER
Richard Greene, Nancy Kelly, Richard Dix. Directed by William Seiter.

In England

SHIPYARD SALLY
Gracie Fields, Sydney Howard. Directed by Monty Banks.

UNITED ARTISTS

Being Edited

MAN IN THE IRON MASK*

In England

OVER THE MOON
Merle Oberon, Rex Harrison. Directed by Thornton Freeland. Produced by Alexander Korda.

In Production

WINTER CARNIVAL*
MUSIC SCHOOL*
REAL GLORY
Gary Cooper, Andrea Leeds, David Niven, Reginald Owen. Directed by Henry Hathaway. Produced by Samuel Goldwyn.

In England

THIEF OF BAGDAD
Sabu, Conrad Veidt, June Duprez. Directed by Ludwig Berger. Produced by Alexander Korda.

UNIVERSAL

Being Edited (1938-39)

THEY ASKED FOR IT*
HOUSE OF FEAR*

Being Edited (1939-40)

MUTINY ON THE BLACK HAWK*

In Production (1938-39)

INSIDE INFORMATION*
MODERN CINDERELLA
Irene Dunne, Charles Boyer. Produced and directed by John M. Stahl.

In Production (1939-40)

OLD GRAD*
THE UNDERPUP
Robert Cummings, Nan Grey. Directed by Richard Wallace.

BRIGHT VICTORY
Jackie Cooper, Freddie Bartholomew. Directed by Joseph Santley.

I STOLE A MILLION
George Raft, Claire Trevor. Directed by Frank Tuttle.

DAMES
Sigrid Gurie, Donald Briggs. Directed by Harold Young.

WARNER BROTHERS

Being Edited (1938-39)

NAUGHTY BUT NICE*
SWEEPSTAKES WINNER*
HELL'S KITCHEN*
DEVIL ON WHEELS*
NANCY DREW, TROUBLE SHOOTER*
EACH DAWN I DIE*
DAUGHTERS COURAGEOUS*
STEEPLECHASE*
WATERFRONT*
ENEMY AGENT*
GIVE ME A CHILD*
LIGHTHORSE HARRY*
HOBBY FAMILY*

Being Edited (1939-40)

OLD MAID*
ANGELS WASH THEIR FACES*
NO PLACE TO GO*

In Production (1939-40)

PLAYING WITH DYNAMITE
DUST BE MY DESTINY*
NANCY DREW AND THE HIDDEN STAIRCASE*
LADY AND THE KNIGHT*

CAREER MAN
Joel McCrea, Jeffrey Lynn. Directed by Lloyd Bacon.

RETURN OF DR. X
Lya Lys, Wayne Morris, Humphrey Bogart, Rosemary Lane. Directed by Vincent Sherman

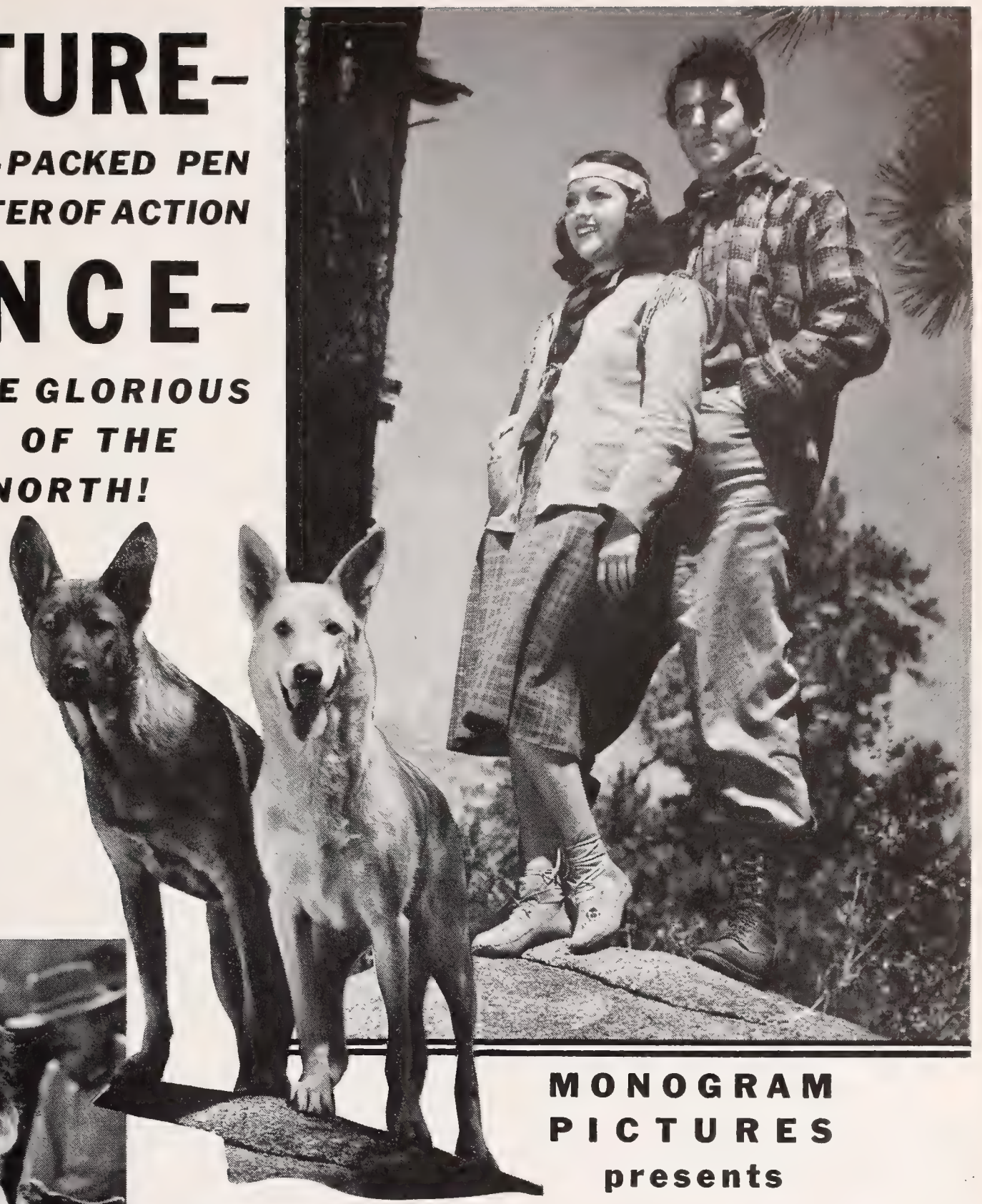
KID NIGHTINGALE
John Payne. Directed by George Amy.

ADVENTURE-

FROM THE POWER-PACKED PEN OF AMERICA'S MASTER OF ACTION

ROMANCE-

SET AGAINST THE GLORIOUS BACKGROUND OF THE TAMELESS NORTH!





MONOGRAM PICTURES presents

JACK LONDON'S "WOLF CALL"

WITH

JOHN CARROLL · MOVITA

PETER GEORGE LYNN · POLLY ANN YOUNG

Produced by PAUL MALVERN

Directed by GEORGE WAGGNER

Screenplay by JOSEPH WEST

The Box Office Slant

Tarzan Finds a Son

(Hollywood Preview)

MGM Drama 81 mins.

Best of All Tarzans To Date Should Have Satisfactory Draw At Boxoffice

(National Release Date, June 16)

Cast: Johnny Weissmuller, Maureen O'Sullivan, John Sheffield, Ian Hunter, Henry Stephenson, Frieda Inescort, Henry Wilcoxon and others. Screenplay by Cyril Hume, based on the characters created by Edgar Rice Burroughs. Directed by Richard Thorpe. Produced by Sam Zimbalist.

Plot: Johnny Weissmuller and Maureen O'Sullivan find a baby in an airplane crash. All goes well until John Sheffield, the baby, reaches the age of 5 and relatives of his dead parents arrive, trying to establish the death of the parents and child, so that they may inherit. They win Maureen over and she agrees to let John go back with them, but through Henry Stephenson, John's grandfather, Maureen finds out in time just how designing the relatives are and the day is saved by Tarzan.

SUMMARY: The addition of a son to the Tarzan menage, plus some new ingredients that have been injected into the story, makes this film the kind of entertainment that should be enjoyed by young and old. It is the most amusing of the series to date and with the heart interest created by the mother, father and son angle, should have a very satisfactory draw at the boxoffice. Johnny Weissmuller is first-rate as Tarzan and Maureen O'Sullivan is convincingly effective as his mate. The youngster, little John Sheffield, who handles his first role like a veteran, is very appealing and runs Weissmuller a close second with his swimming and other athletic feats. The balance of the cast is splendid. The picture is well presented under the adept guidance of Director Richard Thorpe and Producer Sam Zimbalist. Dress the lobby as a jungle, with live "savages" and monkeys. Arrange window display with local sports-goods store, tieing up with bathing suits, etc. Inexpensive book marks advertising the attraction could be distributed to public and lending libraries.

OUTSTANDING: John Sheffield and Richard Thorpe's direction.

Catchline: "Tarzan and boy . . . a great combination." **(FAMILY)**

Young Mr. Lincoln

(Springfield, Ill., Premiere)

20th-Fox Drama 101 mins.

Broadly Human Portrait of Lincoln's Eventful Youth Holds Genuine Appeal

(National Release Date, June 9)

Cast: Henry Fonda, Alice Brady, Marjorie Weaver, Arleen Whelan, Eddie Collins, Pauline Moore, Richard Cromwell, Donald Meek, Judith Dickens, Eddie Quillan and others. Original screen play by Lamar Trotti. A Cosmopolitan production directed by John Ford.

Plot: Abe Lincoln, gangling, homely but popular storekeeper of New Salem takes leave of his neighbors to practice law in Springfield, where he soon becomes the political opponent of the powerful Stephen A. Douglas. The two also are rivals for the favor of Mary Todd, charming but very ambitious. Lincoln and Douglas are pitted against each other at a murder trial—Lincoln defending and Douglas prosecuting. Abe seems bungling, the case for his client appearing hopeless until suddenly, dramatically and brilliantly Lincoln breaks down the story of an "eye witness" against the defendant by proving that the moon had set a quarter hour before the brawl at which the witness said moonlight aided him in seeing the defendant kill the victim. This victory completely wins the admiration of Mary Todd.

SUMMARY: A broadly human portrait of the Abraham Lincoln whose early contacts with his fellow men molded a character held in great affection by Americans makes this picture of genuine appeal to Americans today. Henry Fonda gives an outstanding characterization. Alice Brady is also excellent in the role of a mother whose sons are accused of murder. The courtroom scenes introduce a powerful blending of sheer drama and boisterous humor of the typical Lincoln quality. It is not history, but splendid histrionics, and makes a feature of certain appeal to all classes, beautifully produced and directed. This is a moving drama of a great character and can be sold to the public for big box office results. Your exploitation should consist of a lobby display of the log cabin era, and homespun atmosphere of the 1830's—soliciting local collectors to lend items. Patriotic groups, lawyers, historical societies should be enlisted to carry on a campaign by personal letters and endorsements. Library cooperation on Lincoln biographies and historical novels of his life. Book-store tie-ups, street ballyhoo of raw-boned rail-splitter or "covered wagon"; sell it as the true but little known story of the youth of Lincoln.

OUTSTANDING: The Fonda characterization particularly will create extensive and enthusiastic publicity.

Catchline: "Now!—the exciting true story of Abe Lincoln's eventful youth." **(FAMILY)**

LEGION OF DECENCY RATINGS:

(For Week Ending June 3)

SUITABLE FOR GENERAL PATRONAGE

Three Texas Steers
Young Mr. Lincoln

SUITABLE FOR ADULTS ONLY

6,000 Enemies

OBJECTIONABLE IN PARTS

The Ware Case

Charlie Chan in Reno

(Hollywood Preview)

20th-Fox Mystery 68 mins.

Newest Chan Film Should Boost This High Rating Series As Audience Attraction

(National Release Date, June 16)

Cast: Sidney Toler, Ricardo Cortez, Phyllis Brooks, Slim Summerville, Sen Yung and others. Screenplay by Frances Hyland, Albert Ray and Robert E. Kent, from original story by Philip Wylie. Directed by Norman Foster. Associate Producer, John Stone.

Plot: Charlie Chan accompanies his friend Kane Richmond from Honolulu to Reno where Pauline Moore, wife of the latter, has gone for a divorce but has been accused of the murder of Louise Henry. Louise had let everyone believe she was to marry Richmond when his wife freed him. With the help and sometimes hindrance of his number two son, Sen Yung, the Reno Sheriff, Slim Summerville, and a pretty Chinese maid in waiting to the murdered woman, Iris Wong, Charlie finally gets a confession from the murderer.

SUMMARY: With a grand screenplay and the best supporting cast to be seen so far in this series, this one will not only please the big Chan following but also draw again as many to the box office for this is really a finely produced diverting and suspenseful serio-comic mystery. Sidney Toler now stands on his own feet as Chan, and will probably make the Oland fans clamor for more of him as the lovable Oriental detective. Neat comedy bits are turned in by Slim Summerville, Eddie Collins and the new son who wants to follow in his "Pop's footsteps", Sen Yung, while swell jobs are turned in by Ricardo Cortez as the heavy doctor and his inamorata, the lovely Phyllis Brooks. In his best directorial stint to date. Norman Foster gets a lot of action, interest and suspense right up to the last minute from the excellent screenplay, while the associate producer, John Stone, shows a master's hand in the spending of his exchecquer on the production. Make tieups with Honolulu resort agencies. Dress lobby as old time dance hall with staff in Western attire and use the Reno slogan plentifully "The Biggest Little Town In The World."

OUTSTANDING: Sidney Toler, screenplay and direction.

Catchline: "Chan goes to Reno to mend a broken heart—and succeeds." **(FAMILY)**

6,000 Enemies

(Hollywood Preview)

MGM Drama 60 mins.

Action Drama Of Prison Life Suitable On Bill With Light Companion Feature

(National Release Date, June 9)

Cast: Walter Pidgeon, Rita Johnson, Paul Kelly, Nat Pendleton, Harold Huber, Grant Mitchell, J. M. Ferrigan and others. Based upon a story by Wilmon Menard and Leo L. Stanley. Screenplay by Bertram Millhauser. Directed by George B. Seitz. Produced by Lucien Hubbard.

Plot: Walter Pidgeon, an ambitious prosecutor, who has been sending men and women to prison, is himself railroaded and sent to the big house. Placed in the midst of hundreds of his own victims, they try to "get" him but only succeed in having him sent to "solitary" confinement. When he comes out, he finds himself entered in a bout with one of the men, and he wins the sympathy of the entire lot with the way he takes his beating. When released from prison, he helps Rita Johnson, a young lady he had sent up, prove her innocence.

SUMMARY: Here's a picture for the fans who want real melodrama. A story of prison life with loads of action and suspense, it

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See Page 26

has the usual "Big House" break. Although part of its dramatic buildup is lost with some incredible situations, it still has enough excitement to prove satisfactory on a bill with a light companion feature. Walter Pidgeon and Rita Johnson ably portray the leading characters, while standouts in the supporting cast are Paul Kelly, Nat Pendleton and Harold Huber. Producer Lucien Hubbard has provided the picture with effective backgrounds and settings and George B. Seitz has directed it with plenty of gusto. A man carrying a rifle and dressed as a guard might pace the sidewalk in front of the theatre, to advertise the attraction. Have heralds distributed through business section by a barker costumed in striped convict garb with the title of the attraction plainly lettered on both front and back of his costume. The cashier's window might feature bars through which tickets are sold.

Catchline: "He became a victim of his own ambitions." **(ADULT)**

The Sun Never Sets

(Hollywood Preview)

Univ. Drama 96 mins.

Powerful Story of Dauntless Courage On African Gold Coast Should Make Money

(National Release Date, June 9)

Cast: Douglas Fairbanks, Jr., Basil Rathbone, Virginia Field, Lionel Atwill, Barbara O'Neill, C. Aubrey Smith, Melville Cooper, Mary Forbes, others. Screenplay by W. P. Lipscomb. Original story by Jerry Horwin and Arthur Fitz-Richards. Produced and directed by Rowland V. Lee.

Plot: Although he rebels at the idea, Fairbanks, Jr., follows the family tradition and joins the service. He is sent to the African Gold Coast, where his brother, Rathbone, is district commissioner. Pretending to accept Atwill's undercover offer to help him plunge all Europe into war, he averts trouble just in time by having Atwill and his henchmen destroyed.

SUMMARY: Demonstrating again the English family tradition of service for the Crown, this powerful story of dauntless courage on the African Gold Coast should be O.K. for top billing and good grosses. It is suspenseful, dramatic entertainment with plenty of human interest and producer-director Rowland V. Lee has skillfully handled it from all angles. Well cast and splendidly acted, it has Douglas Fairbanks, Jr. and Basil Rathbone in the leading roles and a superb supporting cast headed by Barbara O'Neill and Melville Cooper. Dress doormen and ushers in white uniforms and helmets. Use the names of the two leads in all your advertising.

OUTSTANDING: Douglas Fairbanks, Jr., and Basil Rathbone.

Catchline: "No sacrifice was too great to uphold the family tradition." **(ADULT)**

S. O. S. Tidal Wave

(Hollywood Preview)

Rep. Drama 60 mins.

Radio Drama With Novel Use of Television Is Suitable For Top Billing

(National Release Date, June 2)

Cast: Ralph Byrd, George Barbier, Kay Sutton, Frank Jenks, Marc Lawrence, Dorothy Lee, Mickey Kuhn and others. Original story by James Webb. Screenplay by Maxwell Shane and Gordon Kahn. Directed by John H. Auer. Associate Producer, Armand Schaefer.

Plot: Ralph Byrd, a television commentator, refuses to enter a political war because he fears for the safety of his wife, Kay Sutton and their child, Mickey Kuhn. When George Barbier, a close friend of his, who refused to keep out of politics, is killed and Byrd's wife and child are injured, he decides to take a hand. Meanwhile the crooks at the head of the political ring, use a television broadcast to start a panic among the voters to keep them away from the polls. Byrd discovers the trick, quiets the people and then gets them to vote for an honest mayor.

SUMMARY: Here's a radio drama that's filled with action and suspense and a distinctly novel use of Television woven into the story. Well handled in every department, it is good entertainment and suitable for top spot in many situations. Intensely gripping and realistic are the scenes adapted from the recent Orson Welles memorable broadcast that caused such a furore, and the audience, especially the Television enthusiasts, should find it very entertaining. Ralph Byrd and Kay Sutton are convincingly capable in their respective roles and are given splendid support by Frank Jenks, Marc Lawrence and George Barbier. John H. Auer's guidance gives the picture a tense buildup to a satisfactory finish and Armand Schaefer's production items are in keeping with its budget. Actual television if available, might be used in your lobby to attract attention, or the effect of television can be produced for window or lobby display, using an ordinary portable projector with small screen mounted on radio. Newspaper headlines of the recent Orson Welles radio scare would make a good lobby. Stills of the telebroadcast should be good for radio columns.

OUTSTANDING: Production and direction.

Catchline: "Television wipes out crooked politics." **(ADULT)**



Greyhound Bus Ballyhoos "World" in Detroit

In conjunction with the engagement of MGM's "It's a Wonderful World" at the United Artists Theatre, Detroit, Frank Perry, manager, assisted by MGM Exploiteer Warren Slee, promoted a Diesel-driven, air-conditioned Greyhound bus for use as ballyhoo throughout the metropolitan district. The bus stopped at busy intersections to permit the public to inspect it.

Rockettes Get Color Spread

Known throughout the world as the finest precision dancers, the Radio City Music Hall Rockettes received well-deserved acclaim recently when the *New York Daily News* featured a two-page spread in color as well as a story containing all the latest information about the troupe. Orchids to Hazel Flynn, director of publicity, for this outstanding newspaper scoop.

GB Theatres in Britain Make a Cooperative Tieup with Camps

London — This summer, Jimmy Forsyth is working a cooperative stunt, which can be adapted by practically any circuit. Holiday camps are sweeping Britain, and the erstwhile Gaumont-British theatre publicity chief saw that although they might possibly offer competition to the cinema, they presented a good tieup. In consequence, for three weeks the leading GB houses throughout the country will run a competition open to all patrons in which they are to decide on the best things about a holiday. The prizes which, on paper, total nearly $40,000, consist of vacations at Butlin's camps.

Through cooperation, the cost of the stunt will be practically negligible. Butlin offers the free holidays, and in return GB has devised special trailers and posters boosting Butlin's enterprises; the railroad company will pay the fares. By this scheme, GB will have a strong added attraction for three weeks, Butlin will have his camps widely publicized, and indirectly the railroad will benefit from the less fortunate competitors who decide on such a holiday and pay their own way.

Although, in this case, the stunt is not being tied up with any individual picture, there is no reason why it can't be, if U. S. exhibitors see the opportunity. And it doesn't have to be a camp, either; resort towns, for instance, might cooperate. If the summer bugaboo has worried you, here's one way you can suppress it.

Brazee Suggests Patrons Make Wish They Can See "Gunga Din"

Here's a clever gag to help you exploit "Gunga Din." Credit goes to Marcel Brazee, manager of the Avalon Theatre, Chicago.

Brazee distributed 5,000 envelopes containing sand and bearing this copy:

"Mystic Wishing Sand From the Desert . . . Directions—Place the contents of this envelope on the palm of your left hand, make your wish, close your eyes, and slowly allow the sand to trickle through your fingers. No greater wish could be made than to see 'Gunga Din'."

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See Page 26



With the razing of the "el" came the raising of the camera—click!—to record this striking view of the Music Hall.

WORLD'S LARGEST "FAMILY"

Come With Us For A Glimpse Of the Music Hall's Personnel This Side of the Great Stage

By RALPH COKAIN

ALTHOUGH the old lady in the shoe is said to have had so many children she didn't know what to do, there are no authoritative figures on the exact number of youngsters that crowded into the old piece of cast-off footwear. All about which we are fairly certain is that the old lady had an exceptionally large family. She held the record until, shortly after Christmas in 1932, the doors of Radio City Music Hall opened in Rockefeller Center. Then and there the old lady had to take a back seat.

For with the opening of the 6,200-seat theatre occupying the entire block between 50th and 51st streets and extending halfway from Sixth to Fifth Avenue, came into being what easily can be considered the world's largest family; in other words, the largest theatrical personnel under one roof. Today there are 584 employes who directly or indirectly cater to the millions of patrons who crowd the Music Hall annually from every section of the United States and Canada and from many foreign countries.

Five hundred and eighty-four persons—cashiers, ushers, doormen, projectionists, stagehands, soundmen, musicians, designers, electricians, the world famous Rockettes, the Corps de Ballet, the Glee Club and ever so many others—that is, indeed, a large family. You may think that the men and women working under your direction in your own theatre constitute a fairly large number of employes; but it is safe to say that, including the sign-changer and the young chap who helps tack up window cards, your entire personnel is even less than the number of ushers or stagehands required to keep things functioning smoothly at the Music Hall. Naturally, a theatre which is unique in its position as an American showplace and international institution must have an increased personnel; but basically, every one of those employes face the same problems, take the same pride in their work and in the theatre of which they are a part as your own personnel have been trained to do, except that they must do it on a much larger scale.

Let's concern ourselves with the operation of the Music Hall this side of the footlights. Let's get an insight into the requirements and duties of members of the service staff. Perhaps, when this has been done, you will be in possession of salient information to guide you in making any necessary improvements in your own house staff. For, as the world's largest family goes about its daily routine in the interests of the general public, so should, comparatively, go your own charges.

Every family has its paternal guide—the one under whose influence and direction each individual member performs his assignment—the one whose sage advice and wisdom place him in a position to maintain hapiness and harmony completely devoid of disputes and dissensions among those who look up to him for guidance.

That paternal guide at the Music Hall is kindly, benign, respected W. G. Van Schmus, who stands at the helm of the ship guiding the policies and operation of the world's largest theatre. His theories on serving the public, on making his theatre a citadel to which patrons will return time after time, are in all probability very much like your own. But, whereas the tastes to which you cater are comparatively simple and emanate principally from the population in your own community, those to which Mr. Van Schmus must cater are widely divergent, for all kinds of people from all over the world make up every audience that watches a performance in his theatre.

Because of this, the rules governing members of the service staff must of necessity be a little more rigid and binding in their scope than those to which your own employes adhere. Take a typical morning at the Music Hall. The 36-girl precision dance group and a trained group of ballet dancers have been going through their paces under the tutelage of their own directors—Russell Markert, producer and director of the Rockettes, and Florence Rogge, associate producer and ballet director. Suddenly a bugle blares in the foyer. It is 11 o'clock, and patrons are waiting in line outside. Every usher and page boy springs to atention at his allotted position. The cashiers push back the box office curtains and soon waiting patrons are entering the theatre, many of them for the first time. Having encountered the cashier, the patron next meets, in order, the doorman, and an usher who guides him to his seat. He then settles down to watch a performance for which projectionists, electricians, musicians, and others behind the scenes are responsible, although he may never stop to realize this.

Twenty-five attractive, courteous girls make up the box office staff at the Music Hall under the direction of Arthur J. Clary, box office treasurer. Each girl has four changes of uniform. When a hopeful has been weeded out from a list of applicants, she is trained for two weeks, with pay, in the rules and regulations governing her position. Above everything, she is taught to be courteous and well-mannered, alert, well-



W. G. Van Schmus

Benign and kindly managing director, who guides the destiny of the nation's showplace.



Recreation On the Rooftop

All work and no play would make a member of the Music Hall service staff a very dull boy. So, here on the theatre's landscaped roof garden the ushers go through calisthenic drills and indulge in sports to keep themselves physically alert.

educated and cognizant of the responsibilities that go with her position. Seldom, if ever, do disputes arise between the patron and cashier; but if they do, the cashier is still courteous, and refers the matter to Mr. Clary for solution.

The service staff is comprised of 106 ushers, doormen and page boys. A Music Hall usher is so trained and schooled that he can usually anticipate a patron's desire, request or question before the patron even addresses him. In the "prep" school underneath the great foyer, the ushers learn the answers to a thousand and one different questions. Here, the successful applicant undergoes two weeks of intensive instruction, with pay; here, he is taught every rudiment pertaining to service.

To become a successful candidate and a student of the school, however, he must fulfill certain qualifications. First of all, he must be a clean-cut young American between the ages of 18 and 22. His attributes must consist of better-than-average intelligence, a good speaking voice and clear diction. Unless he is between five feet five and five feet eleven, the ideal height for ushers, he has no chance of becoming a member of the Music Hall service staff. For the position of doorman, the applicant must range from six feet to six feet three.

Two Weeks of Instruction

When his application has been approved by Fred A. Cruise, house manager, the prospective usher then enters his two weeks' of instruction under the guidance of a trained instructor. He must learn ("This way, please!") the approved way of showing a patron to his seat, the hand always pointing across the body. He must learn the usher's sign language—the crooked arm, closed hand on hip, indicates a "double" or two seats together; the four fingers held upright indicate the number of "doubles." The usher at the head of the aisle on seeing this signal will send four couples to waiting seats. Bringing the hands sharply together until the fingers interlace signifies the direction to "close in," or "close the aisle," or "shut off the exit," or "block an entrance."

Carefully studying a detailed floor plan of the huge theatre, the young recruit must learn the location by number of every one of the Music Hall's 6,200 seats. With his jacket off, he is taught the rudiments of simple military drill and learns to take simple military commands in the mirrored rehearsal hall. Along with other ushers, he goes on a guided tour of Rockefeller Center, for he must be able to answer not only questions concerning the theatre, but about the entire three-block development. In the theatre's own tailor shop, he is measured for one of the four uniforms which will be issued to him, afternoon and evening for summer and winter. The rest of his outfit, including shoes, shirts, collars, ties, gloves, cuff links, studs and buttons are furnished him by the quartermaster, the Music Hall's special tailor.

Before the house is opened, the morning detail marches up the Grand Staircase in military formation while the patrons line up at the box office outside. Lined up for inspection in the Grand Foyer, the ushers have their uniforms minutely inspected by an officer, either Mr. Cruise or one of his assistants, George Hannaford and J. E. McHale, and by Edward Jennings, Chief of Service. Hands extended, they show their gloves, which must be immaculate—the ushers launder them themselves—and well, too.

Carefully inspected also are the doormen, whose shoes must be shined to a glossy black and who must wear plain black socks.

Younger than ushers, page boys are selected for their small size, intelligence and appearance. Wearing berets, they are used as messengers and as guides for distinguished visitors.

Music Hall ushers have their own club room with a radio and comfortable lounge chairs and tasteful appointments including modern shower baths and washrooms. If a member wishes, he may take his lunch or dinner in the cafeteria beneath the auditorium. From the theatre's circulating library he may obtain his favorite book. He is entitled to free medical attention. On the rooftop, high above the noisy street, he keeps physically in shape by participating in such sports as handball, tennis, quoits, badminton and shuffleboard. Here, too, he participates in regular calisthenic drills.

Routine Not a Strenuous One

On first thought, you might think the routine of a Music Hall usher a strenuous one. Such, however, is not the case. True, he has many rules and regulations to which he must adhere; but once they are mastered, the usher's duties become services in which he exercises great pride and from which he derives pleasure. No man, when he fully realizes what is best for him, the theatre for which he works and the public which he serves, can ever feel that his is a tiresome and thankless routine. Thanks to the Music Hall system, the usher is one of a large family who work when they work, but play just as hard when off duty.

Nor should it be inferred that being taught the principles of military training means that every usher stands with a ramrod in his back and his eyes coldly fixed in a seemingly perpetual stare. For a theatre so huge and palatial, of course, he must always maintain correct posture, and this is where his military training stands him in good stead. But the day of the stiff, rigid usher who frightened more people away from the theatre than into it has long since passed. The Music Hall's service staff is, individually and collectively, as human, courteous and obliging as any you'll find elsewhere.

Reasoning properly and considerately, Mr. Van Schmus regards his ushers as "hosts in his absence." They are there to do their good turn for the public, not to inflate their own self-esteem. They greet thousands of patrons, even some of your own as well as those from other cities, towns and hamlets, with the same courtesy and appreciative gestures for their patronage as these people always received in the small,

(Continued on page 68)



The Music Hall Has An Efficient Staff of Executives

To maintain its unique position in the entertainment world, the Music Hall must have an efficient staff of executives. Outstanding among the members are (left to right) Fred A. Cruise, house manager; Hazel Flynn, director of publicity, and Gus S. Eyssell, secretary of the Radio City Music Hall Corporation. Add to these the sixteen or so other departmental heads and you begin to realize the amount of executive ability that is required to oversee the operation of the world's largest theatre.



Crowds in Grand Foyer At Show's "Break"

A "break" in the show enhances this view of the theatre's Grand Foyer. The crowds who have just seen a performance are coming out while a waiting line to the right begins to crowd the doorways to the auditorium to fill the seats just vacated. Members of the service staff are thoroughly trained in seating courteously and efficiently the theatre's large patronage.

Gags, Games and Gadgets

THIS much discussed controversy has been a bugaboo in the movie industry for about ten years. It first popped up when some smart guys conceived the idea that if the patron can get something for nothing he would be a more frequent customer. And the logic was not entirely wrong because from time immemorial the American public has done everything possible to live up to its reputation of being the world's greatest suckers.

But just like double features, the craze spread like wildfire until for a time it threatened to engulf the entire theatre business and for a short time really did. During that short time we refer to, the high peak of bank nites, lotteries and similar gags that were functioning from the lowliest of dumps to the loftiest of movie palaces, was reached.

Practise Falling Off

We really didn't know that the falling off process was as strong as it was until we started tabulating the returns from our LEADERS questionnaire last December. Then we discovered that while approximately fifty percent of all theatres were indulging in some form of money giveaways, only 12 percent were still employing the premium and gadget system of kidding themselves along.

Since last December a further survey brought to light that more and more theatres were dropping even the money giveaways and while some were dabbling or experimenting with premiums, the majority were taking their chances on selling their picture atractions and depending entirely on their screen as a magnet for the box office.

At this point we would like to express our own opinion that there will never be a time when all gags and giveaways are eliminated. There will always be certain theatres using such so-called stimulants just as there will always be certain theatres that will play double features even though the time may come when sufficient product to keep them up will be at a premium.

Cost Was Terrific

It is interesting to observe that when premiums first made their appearance they cost the theatres a terrific price per item but they really did double and even treble the gross and pulled many a house out of deep red into satisfactory black figures. We have records showing that a theatre charging a 25c admission, paid 15c for each item in a dresser-ware, continuity giveaway and turned his white elephant into a veritable Santa Claus.

But as time went on and the epidemic expanded a theatreman could pick from a wide range of items and an equally wide range of prices with the premiums selling anywhere from four cents up to fifteen. Circuits made "mass buys" and thereby secured special prices over smaller outfits that could not use as much.

Kept Factory Going

One factory representative told this writer that theatre premiums kept his company's factory operating during the depression. This we could easily believe after we found that close to 3200 theatres were distributing china made by this particular factory. They sold it cheap enough to keep the plant going until more legitimate business (the expression is his) started moving again.

It was once estimated by sources within our own industry that over two million dollars worth of premiums—dishes, silverware, games, linens, etc., was being distributed through theatres in this country exclusive of bank or other money nites, which, you must confess, is a staggering total and simply serves to emphasize that the movie theatre business was selling everything but pictures.

It was no uncommon sight to see theatre marquees featuring the dish or money night with far greater emphasis than their feature or features. And during a recent period, while passing through, of all places, Chicago, your observer was amazed to see the theatre page of the newspapers on which the dishes were given top billing along with double and even triple features, which, you must confess, was carrying any gag too far.

What Executives Think

To determine whether gags, games and giveaways were dropping off, holding their own or gaining strength, we made it a particular point to question every visiting theatre and circuit executive coming into New York or with whom we chatted on our various trips out into the field.

The answers and reactions were most interesting because the sole, determining factor appeared to be general conditions. In EVERY instance where a theatreman or circuit executive said they were dropping or had dropped giveaways, business was pretty good and they thought there was no longer any necessity for such stimulants. And to show the other side of the story, in every instance where they said they were continuing or starting to use giveaways, business had taken a nose dive and they were grabbing at any and every idea that might bring patrons to the theatres regardless of whether it would prove to be a Frankenstein or not.

So it would appear that theatremen grow panicky at the slightest falling off in business and immediately start grasping at straws rather than take stock and see if they weren't amiss in the way they were operating their theatres or selling their screen attractions.

But a theatreman is a strange creature. Let him hear that Joe Glutz over in Padoka has been "packing them in" with Chop Suey Nite and you can bet your last cent that he'll jump the next bus or train and institute an investigation to see if he isn't missing a good bet. And should he happen along when Chop Suey Nite was bringing business, you can bet that same cent that he'll be using the same gag as fast as he can get it started back in his town. And on such a basis you can easily understand why these things spread so rapidly.

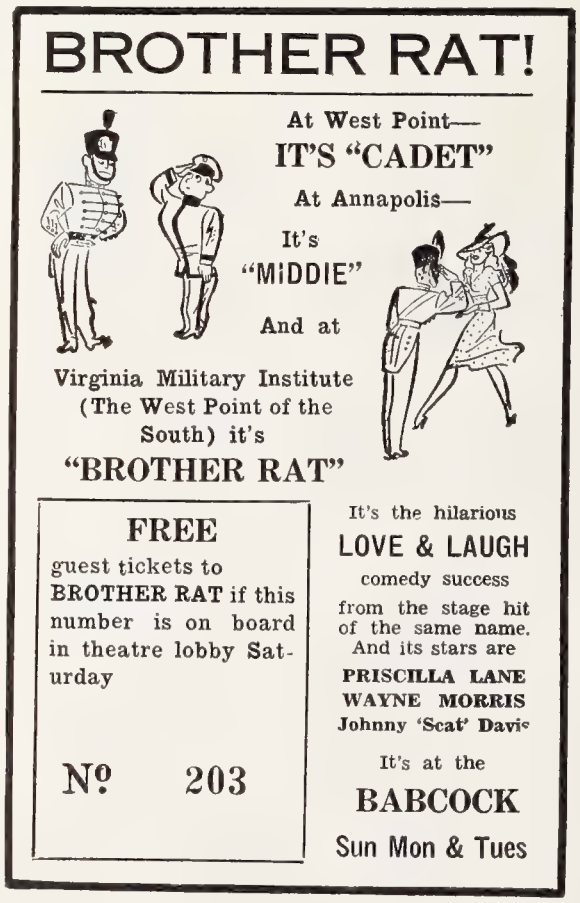
Products of Depression

Whether it will eventually spell doom for the gags, gadget and giveaway firms or not, truth compels us to state that they have been tapering off consistently for the past few years and despite the current falling off in business at the box office with the added impetus to premiums and giveaways, they are going to continue to drop out until they will, one day, be relegated only to those theatres whose showmanship is a word that means selling dishes and not screen entertainment.

Premiums and gags are definitely products of the depression and recession. They cannot survive general prosperous conditions and their life can be measured with fairly good accuracy by the span of bad economic business conditions throughout the country. As fast as box office receipts improve, so fast will the gags and giveaways pass out. And, if comes the time when real prosperity returns to the movie industry, they will gradually drop off until they will be the exception again rather than the rule.

Look Before You Leap

We won't go on record as stating that any exhibitors should NOT get into the giveaway racket. But we do say, "look twice before you leap and gauge the future possibilities before you make the leap." It's easy as Hell to start giving junk away because you think it will help business . . . and oft-times does . . . but it's awfully hard to get out of doing it without pains and aches from disgruntled patrons who once cultivated into the habit, asume that it must go on . . . and on . . . and on . . .



Lucky Numbers on Cards

Wearing a VMI uniform, the drum major of the local high school paraded the streets of Wellsville, N. Y., stopping people with the salutation, "Hi, Brother Rat." To each person he handed a card, like that reproduced above, which the holder was to bring to the theatre to see if the number on it corresponded with any of the numbers on the lobby board. If it did—well, you know. Chalk up another swell stunt for C. L. Hollister, manager of the Babcock Theatre, in his exploitation on Warner's "Brother Rat."

All the Public Wants Is Good Features, Says Showman Tunick

The public wants one thing in entertainment and one thing alone, good pictures, says L. Tunick, Maryland showman who was a guest this week at RKO Radio Pictures' lounge for visiting exhibitors.

"I don't play double features because the public doesn't want them, and the same goes for bank nights and the like," Tunick says.

Tunick is the owner of the Brooklyn Theatre, Baltimore, and the Hollywood Theatre, Halethorpe, Md., each seating five hundred persons. He has found his most effective exploitation to be that in newspapers and delivered programs. As for his preference for stars, he says it doesn't matter who the players are if the feature is good.

PULLING POWER—

Newspapers, magazines, posters rely on the eye-catching values of the illustrated printed word . . . but lack the heart-stirring qualities of the human voice.

THE NATIONAL SCREEN TRAILER HAS BOTH!

Radio appeals through the ear-catching values of music, sound-effects and voice . . . but it doesn't give you the thrill of seeing.

THE NATIONAL SCREEN TRAILER GIVES YOU BOTH!

Plus **Lowest cost per person reached because the National Screen Trailer reaches a hundred per-cent audience all of the time.**

You KNOW how many ticket-buyers see and hear your National Screen Trailer . . . you can only guess when it comes to other advertising mediums.

That's why the National Screen Trailer is the biggest advertising dollar's worth you can buy!



Is Film Advertising "Corny"?

THE advertising fraternity has been plagued for the last few years with a strange group of specialists. They term themselves "Doctor This" or "Professor That" and with from 2 to 6 initials "tailing" their names, set themselves up as experts in judging the contents of advertising. They claim they can pre-judge the results of any campaign, before it starts.

Recently, at an AMPA luncheon in New York City, a professor who is a radio advisor attempted to "dress down" the motion picture advertising departments. He was "list'd to", with varying after-comments by the hard-boiled directors of motion picture advertising. Being a dealer in charts and theories he found it difficult to deduce whether he was being given an intensive course in practical advertising or being gently chided for his lack of a fundamental knowledge of the "why and how" of advertising in general.

The world is full of "phonies". The movies have their share. Those who are too "phony" to get a movie job, sometimes get a break in radio—during its growing-up period. Balzac was a "phony" in his endeavor to pose as a member of the aristocracy. His name was not "de Balzac" but "Balsa", from a peasant family in Canezac. Balzac in literature "got away with it"—now the movies are being threatened with psychic professors.

Comparison With Balzac

The difference between Balzac and today's advertising professors is that Balzac contributed some of the world's finest literature, despite his abortive attempts to be what he was not. The professional analysts of radio will never contribute anything more than disrespect for what may develop into an imposing science—the study of peoples' likes and dislikes.

One doctor calls himself a psychologist—a high sounding but little understood appellation, aimed to engender respect for his adopted calling and to sell himself as a quality product to his employers and other prospective employers—perhaps the movies.

Many manufacturers mix a bit of talcum powder, a little soap, some sugar and peppermint and the preparation emerges from their factories, fittingly trademarked, as toothpaste. Other manufacturers mix finely-ground rice powder with perfume, pack it in fancy boxes, and sell it to the consumer as "Princess Tamale face powder"—at very fancy prices. These manufacturers get away with it, because American people are too lazy to search underneath the gaudy wrapping to discover the real contents. But the selling appeal is still sliced from the same old "boloney". One competent advertising man who places a lot of radio copy remarked recently that "advertising men don't know much about advertising" and cited the numerous surveys and readership methods as contributions to their developing knowledge of people and media. It could easily be proven that advertising men with long experience often make sorry spectacles of themselves when they essay to be sales managers; likewise, sales managers who attempt to be advertising men invariably wreck a campaign, as the doctor went off the deep end of the realm of discussing common sense promotion in movies. The professor is learning—learning by "knocking."

Radio stations would never admit that radio does not pay out. If the merchandise sells, it is credited to radio. If it does not sell, radio stations easily crawl out from under with a series of difficult-to-disprove assertions. As a matter of cold fact, radio as a selling medium is in a more experimental stage than other older forms of advertising. Too often a radio program may be a success even while the sponsor is dying from sales malnutrition.

EDITOR'S NOTE:

Here is an article that has vital interest for theatremen as well as advertising men in the industry. Dr. J. S. List, consulting psychologist to NBC and other broadcasting companies, told home office advertising men at a meeting of the AMPA in New York on April 27, that picture advertising is hopelessly outmoded—that their advertising today is substantially the same as it was 15 years ago; flatteringly compared what he declared was the superior technic of radio, from the standpoint of psychology and merchandising, in appealing to a public conditioned by life as it is lived today. This highly informed and thoroughly informing analysis of motion picture advertising is an answer to the charges made by Dr. List. But more than that, it presents a shrewd study of picture advertising and its opportunities for an even greater service in advancing the popularity of the box office profits of motion pictures. We invite the reactions and thoughts of theatremen in general to the many provocative points raised and discussed in this article.

2% of Radio Programs Hits

There are more programs on the air than there are movies in the theatre in any one month. Of all the programs on any one night, surveys show that about 2% of them are hits. Surveys also indicate that of about five top programs, any one may get the attention of from 60% to 80% of the listening audience. What about the rest of the programs? Where are their audiences? They rate much further down the scale in acceptance than a triple "C" picture.

Of the smash programs, the stars are movie personalities. Without movie stars where would radio be—and the big audiences. Radio has the same problem that movies have—too many programs on the air—as the movies seem to have too many pictures.

Borrowed Ideas

Long dissertations could be written on the movies, but how about radio advertisers who use movie showmanship to plug dull commercial products? The recently printed book, "SHOWMANSHIP IN ADVERTISING," is nothing more than a refined edition of the ordinary stunt books that lay on the desk of every promotion man in a movie office. The book, "ENCYCLOPEDIA OF EXPLOITATION", by Bill Hendricks and Howard Waugh could be dressed up with a rewrite and it would be a best-seller in advertising circles. Agencies would hasten to use the stunts, calling them "Point-of-Sale Merchandising."

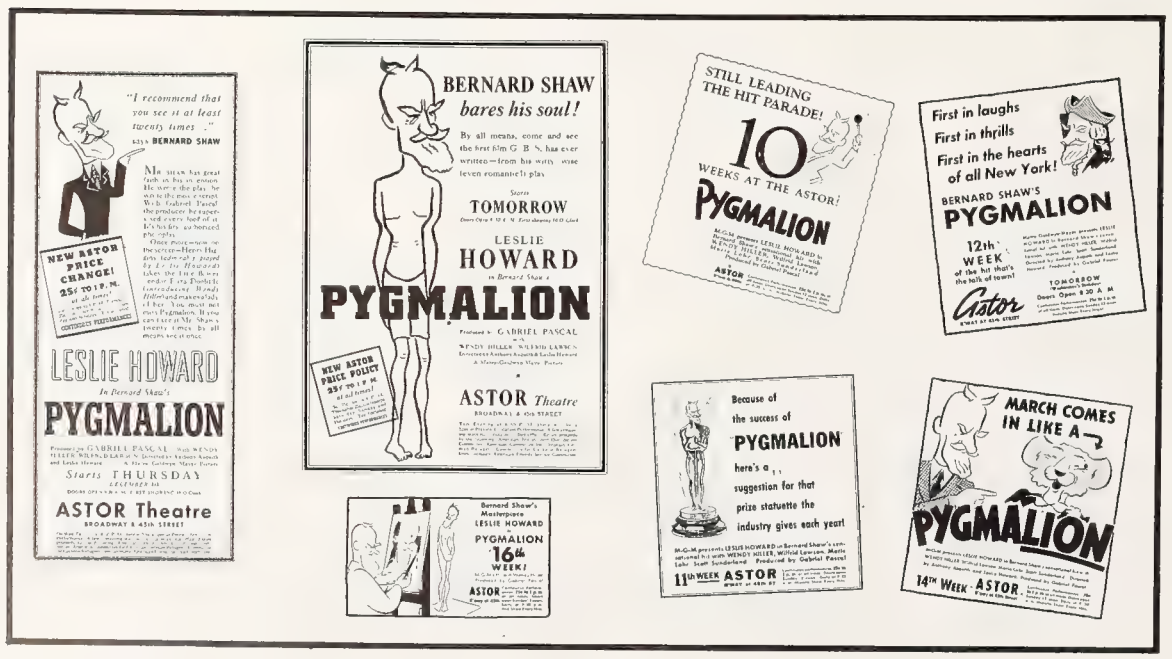
Our good friend says that movie advertising is "Lousy" that radio, in a short time, has passed movies in selling their programs. Is it true? How about radio program giveaways (Send in a coupon and get something for nothing—or for a small sum of money.) Movies have been doing it for years—so much so that they have developed a nice Frankenstein. Radio is fast approaching the stage when it will develop a Frankenstein of its own—because of give-aways.

The Star Build-Up

Our professor says that the picture business is suffering from too much attention to stars. Radio sells stars always, preferring them to unknowns. Radio builds up stars with the same technique that the movies use. What is the difference between movie and radio promotion—nothing except that movies spend ever so much more money to sell their pictures than radio does. Radio grafts free space—and when radio does do any advertising, it follows the technique of the movies.

No discussion of motion picture advertising would be complete without comments on the high quality of the Music Hall copy and physical presentation, also the recent MGM copy in the Astor Theatre in New York on "Pygmalion". Music Hall copy has continuously set standards in consumer appeal—it is the "Lincoln" or "Cadillac" of the industry.

The MGM "Pygmalion" copy using even



Advertising That Won Acclaim

The campaign for "Pygmalion" worked out by MGM under the direction of Howard Dietz introduced a new, sparkling note in picture theatre advertising. Used in connection with the premiere and long run of the George Bernard Shaw story at the Astor, New York, this advertising was applauded by advertising men generally.

Advertising Authority Replies

By WM. MACK

smaller space, again forcefully epitomizes the best in the least space—showing that full-page spreads are not needed to sell the consumer.

The best trade advertising in any industry appears in motion picture trade papers, especially the color treatments. In fact it is foolish to try and compare any other published trade paper advertising with that appearing in motion picture trade papers. It is a case of imaginative productive selling versus stodgy heavy trade selling. National advertisers could well look at this medium for elementary instruction. Look at radio trade papers to get the point.

Pictures Pay the Way

The premise of the professor that movie advertising today is obsolete and ineffective is based on the lack of attendance at times. Look at radio again. The interesting fact is that, contrary to movie business, radio flops are not underwritten by the radio station—the cost is borne by the companies who buy the space. Radio stations are in the clear at all times. They are only a vehicle for the advertiser, as are the newspapers and magazines.

The professor suggests that the movies should ascertain BEFORE they make a picture, the inclinations of the fan. It would be a fine idea if the radio companies advised the client BEFORE they went on the air that their program would not click. A movie fan might say in March that he likes musicals—an assertion based, in all probability, on the fact that he has just seen a musical that he enjoyed. He might see two more musicals in the same number of weeks. Then, if asked if he likes musicals, he would probably give a different answer.

Different Reactions

The survey might show widely different reactions in a coast to coast survey. The theatre operator can judge his audiences and give them what is wanted. The East may favor musicals at the same time the Middle West may be favoring westerns. But in radio, a big program gives the listener the same program the country over. That is why so many radio programs flop.

As far as the movies are concerned, this writer is a movie fan. He likes movies and here is one for Ripley. The writer has never seen a punk movie and he has seen plenty. Those in the business think that some movies are putrid—especially when made by competing companies. They do not know. Some movies are not "box-office", but there is no man in or out of the picture business who can say why a movie does or does not pay out. When a radio expert says that movie advertising is no good and blames the advertising on the failure of a picture to pay out, he does not know what he is talking about. If there was any single advertising expert in radio, in an agency, or in the national advertising department of a large manufacturer who could tell why a campaign failed to sell merchandise, he would be the most sought after man in the wide world.

Couldn't Predict

Recently an organization noiselessly folded up in the agency business—an organization that claimed they could evaluate advertising BEFORE its release to assure success. Suckers by the dozen, even among the largest manufacturers fell for this service and paid real money to have their copy judged before release. They listed a couple of dozen questions that, if the percentage were right, would assure success. The only trouble—the plan did not work. Copy that evaluated tops was flops in sales; copy that was evaluated very low and run primarily because the client did not have any other ideas, was hugely sucessful. Here was a plan of action that did not work.

What is the matter with movie advertising? Who can answer that question? We can repeat the good professor's assertions and dive overboard with comments. It is easy to comment but to give concrete, positive suggestions calls for experience. There is not enough experience in the motion picture business to give sure-fire, profit-paying suggestions. This is not an aspersion against movie advertising men because all the older forms of advertising have the same problem. Otherwise, there would not be such a large turnover on accounts held by agencies each year.

No Monopoly on Flops

It is a simple matter for advertising men to criticize movie advertising, but established advertising agencies have as many or even more flops than those handling the promotion of motion picture selling. Advertising agencies using radio do not hesitate to steal ideas, if the program hits the high in listener audience. All the large agency radio departments try to duplicate the technique in detail even as is done in the best movie production circles.

An eminent copy checker, who sells his services to national advertisers, has just been raked over the coals by advertising and agency men because his technique of checking copy has been found to be defective. He has been selling this theory for about 15 years, still experimenting and in a business that is much older than movie advertising.

Movie Publicity—that is another story. No other medium of entertainment or merchandise gets as much free space as does the motion picture industry—with a score of magazines that are devoted to the fan publicity angles of pictures. It is the only industry wherein people actually purchase magazines loaded with picture publicity. Yet, with all that promotion, pictures do fall by the wayside; box-office attendance falls off and large space copy in key cities does not pay out. It is not because the purchase price of theatre entry is too high, nor is it because people are compelled to go too far to visit a theatre. It is not because the pictures do not appeal to people. Newspaper critics may play a part to a very limited extent. Many pictures have had rave notices in large cities and died over the rest of the country. The reverse is also true.

Movie Men Can Take It

Motion picture publicity and advertising men say that they have so many pictures thrown at them each season that they do not have the time to devote the proper promotion effort to each. That assertion does not hold water. There are numerous instances when plenty of effort was put behind a "special" and still it died.

We hear often that the movie advertising and publicity is not truthful. Now copy is edited, but the same defect is present in national advertising and merchandising—so much that in the drug field, a law is on the books to make national manufacturers tell the truth with at least some degree of honesty. The same trouble is prevalent in national product advertising as, it is claimed, is wrong with movie advertising. Really, there is nothing wrong with the promotion of motion pictures that a general up-swing in business conditions over the country will not cure. That also stands for nationally advertised products and incidentally for the curing of many, many radio program flops now on the air. Our good doctor should look around his glass house, take the mote from his two eyes and do some more research along the line of engendering a bit more respect for a kindred industry. The movie promotion man can take it, but radio can't, even in small doses.



Eye and Sales Appeal in Theatre Advertising

The general tone and distinctive quality of advertising used by Radio City Music Hall in New York newspapers combines showmanship with class appeal and offers a vigorous refutation to the charge of critics that motion picture advertising is out of date.

Code of Fair Trade Practices

Some slight revisions in the code which were not available at the time of going to press are not included here.

Preamble

The signatories hereto, being distributors, exhibitors and organized groups of exhibitors of motion pictures, hereby severally adopt the following as a code of fair practice, hereby severally binding themselves to the observance of the principles, policies and practices set forth herein in the licensing, distribution and exhibition of motion pictures in continental United States.

I. Exclusive Privilege

(1) Exclusive as a matter of right. Whenever an exhibitor shall have entered into a license agreement for all of the feature motion pictures ("features") offered[1] at any one time by a distributor for a run in any situation[2], such exhibitor shall have the right to exclude therefrom, without payment of the license fee therefor, not to exceed twenty per cent. of the total number of features contracted for, if the average of the license fees for all features contracted for shall not exceed $100.00 per picture; fifteen per cent., if such average is in excess of $100.00 and not in excess of $250.00; and ten per cent., if such average is in excess of $250.00.

In determining the number of features that may be excluded, fractions of one-half or more shall be counted as one and fractions of less than one-half shall not be counted.

In computing the average of the license fees for all features contracted for the license fees of features based in whole or in part on a percentage of the gross receipts of exhibition shall be included at the average of the license fees of all the distributor's features of the preceding motion picture season which were exhibited upon a percentage basis for the same run in such situation. If none of the distributor's features was so exhibited during the preceding season, then such average of license fees shall be agreed upon by the distributor and the exhibitor and included in the license agreement.

For the purpose of determining the rights of exclusion of an exhibitor hereunder, so-called "Westerns" (as such term is understood in the motion picture industry),[3] reissues and foreigns (except such as may have been produced outside of the United States in the English language by an American producer or distributor or subsidiary thereof) shall not be included in the number of features offered or contracted for as above provided, but shall be deemed to have been offered in separate groups and, if contracted for, the features in each such group shall be subject to exclusion on the basis set forth above and, if included with other features in the same license agreement, shall be separately listed.

The right of an exhibitor to exercise his exclusion privilege herein provided for shall be subject to the following terms and conditions:

(a) a first run exhibitor shall give the distributor written notice with respect to each feature he elects to exclude within fourteen days after the mailing by distributor of the first notice of availability thereof; any other exhibitor shall give such notice within fourteen days after the close of the first exhibition of such feature in the city or town in which his theatre is located or the mailing of the notice of availability thereof, whichever is later, provided that if such feature is not exhibited on a rrior run in such city or town and notice of availability shall have been previously mailed to such exhibitor, the distributor shall mail to such exhibitor a new notice of availability thereof and notice of exhibitor's election to exclude such feature shall be given within fourteen days after the mailing of such new notice;

(b) the exhibitor shall not, at the time of giving such written notice, be in material default under the license agreement[4];

(c) exclusions shall be made proportionately among the several price brackets provided for in the license agreement[5]; but any number of exclusions to which an exhibitor is entitled may be made from the lowest price bracket;

(d) if any exhibitor, having the right to do so, fails to exclude one or more features from higher brackets, he shall, for each feature, have the right to exclude one feature from the lowest bracket; provided, however, that if at the same time there are no unplayed available features in the lowest bracket, he may exclude a feature from the next lowest bracket.

Upon the exclusion of any feature under this Section (1), the license therefor shall terminate and all rights thereto shall revert to the distributor and such exclusion shall be charged against the number of exclusions to which the exhibitor may be entitled, whether or not a new license agreement for the exhibition of such feature is subsequently entered into by such exhibitor.

All disputes growing out of the exercise or attempted exercise by an exhibitor of the exclusion privilege provided for in this Section (1) shall be subject to arbitration.

(2) Exclusion for cause. An exhibitor shall have the right, in addition to the exclusion privilege provided for in Section (1) above, to exclude from any license agreement any feature which may be locally offensive on moral, religious or racial grounds, provided he shall give the distributor written notice, not later than fourteen days after the conclusion of its first exhibition in the exchange territory in which the exhibitor is served, of his desire to exclude such feature, specifying the reasons therefor. Upon the exclusion of any feature under this provision, the license therefor shall terminate and all rights thereto shall revert to the distributor. Any dispute as to whether or not a feature is in fact so locally offensive shall be subject to arbitration. The arbitrators shall not, in deciding such question, take into consideration the decision of any arbitrators with respect to the same feature except only that they may do so if such decision concerns the same feature in the same local area in which exhibitor's theatre is located.

II. Trade Agreement

Each distributor shall make a general trade announcement at or prior to the beginning of each of its seasons, containing such information as it may be practicable to give of all features completed or actually in production then intended for release during such season, it being understood that the completion of such features actually in production and the making of such other features which it is intended to produce are subject to the hazards and uncertainties of the business and they may not be completed or produced, as planned.

III. Public Demand for Exceptional Feature

If in any town or in any city, or section of a metropolitan city, an exhibitor shall request of a distributor the license for a run in any situation[6] of a feature, having such an exceptional and outstanding appeal as to create a natural and spontaneous national public demand and for which there is a spontaneous and natural public demand in the town, city or section of the metropolitan city in which his theatre(s) is located, and which would not be shown in such town, city or section unless licensed for exhibition to exhibitor, and the distributor offers to exhibitor a greater number of features than exhibitor because his playing time will be so absorbed by previous commitments for features can without altering his operating policy reasonably exhibit in such situation, the distributor will then offer to such exhibitor such lesser number of features, including such requested feature, as may be agreed upon or, lacking such agreement, such number as may be determined by arbitration to be the maximum number of features which can reasonably be exhibited by exhibitor in such situation; provided that the distributor shall have the right at any time before the arbitrators shall have made their award to offer or license all or any of its features to any other exhibitor.

An exhibitor who has been a customer of a distributor and who has refused to contract for such distributor's features for the situation involved shall have no right to attempt to use this Article to compel such distributor to license to him from time to time its outstanding features.

Any dispute as to whether such requested feature is an "Exceptional Feature" as above described or as to the number of features which can reasonably be exhibited by exhibitor in such situation or as to whether exhibitor is so attempting to use this Article, shall be submitted to arbitration by exhibitor within fourteen days after the refusal by distributor to license to exhibitor the number of features requested by the exhibitor.

IV. Preferred Playing Time

(1) Flat rentals and guarantees. A distributor will not exercise the right to designate features for preferred playing time which it may have under a license agreement with respect to any features, the license fee for which is either a fixed sum or is computed in whole or in part upon a percentage of the gross receipts of exhibition with a fixed minimum sum guaranteed.

(2) Features Unsuitable for Preferred Playing Time. If a distributor shall exercise the right to designate features for preferred playing time which it may have under a license agreement with respect to any feature licensed solely on a percentage basis, which is claimed by exhibitor to be unsuitable for such playing time and if exhibitor shall give distributor written notice of his objections thereto and the reasons therefor within seven days after the mailing of notice of such designation in case of a first run in a city in which an exchange is located or in any other case within seven days after the close of its first exhibition in the exchange city from which exhibitor is served or the mailing of the notice of designation, whichever is later, the question of such suitability shall be determined by agreement between distributor and exhibitor or, lacking such agreement, by arbitration. Unless distributor rejects the claim of exhibitor by mailing notice to exhibitor within seven days after the mailing by exhibitor of such notice of objections as above provided, distributor shall be deemed to have withdrawn such designation. Should distributor, however, reject such claim, exhibitor shall commence arbitration proceedings to determine the dispute within seven days after the mailing of such notice of rejection.

If the feature is determined, by agreement or arbitration, to be unsuitable for the designated preferred playing time, or the designation thereof be deemed withdrawn as above provided, distributor may, at its option, either (a) designate the feature to be exhibited upon the same license terms on other days of the week or (b) then or thereafter substitute another feature to be exhibited on preferred playing time upon the terms designated for the feature objected to; in the latter case the license fee for the feature originally designated shall be such as may be designated by the distributor within its right under the license agreement.

Nothing in this Section (2) shall decrease or increase the number of features in each bracket as set forth in the license agreement.

V. Some Run Available

To meet objections of certain exhibitors to so-called "exclusive selling," an exhibitor shall be able to obtain from a distributor a run of its features in any situation, the run to be designated by the distributor, provided (a) distributor and exhibitor can mutually agree upon the number of features to be licensed and other terms and conditions; (b) the exhibitor's theatre(s) (i) is not of an obsolete character, (ii) is in good condition and (iii) is operated under a policy that it not destructive and (iv) is operated under a policy which will not substantially reduce the distributor's revenue from any other runs[7]; and (c) exhibitor is of good reputation as a theatre operator and customer or, if he has not been an exhibitor theretofore, is of good reputation and financially responsible. Any dispute arising under provisos (b) or (c) hereof shall be subject to arbitration. No dispute under proviso (a) hereof shall be subject to arbitration; but each distributor states that it will be its policy not to request unreasonable license fees or other terms or conditions from an exhibitor for the purpose of defeating this Article V.

VI. Regular Customer

To meet objections of certain exhibitors to so-called "selling away to a circuit," a distributor will not refuse to license its features to its regular customer who is not a "circuit customer"[8], in order to license them, for the same run in the same competitive area, to another exhibitor for the sole reason that such other exhibitor is a circuit customer, provided such regular customer (a) has substantially performed his previous license agreements with the distributor, (b) maintains and operates his theatre in a modern manner, and (c) is financially responsible. Any dispute as to whether a distributor has so refused to license its features to such regular customer shall be subject to arbitration. Should distributor elect to license its features to an exhibitor (other than its then current customer) who is a circuit customer, distributor shall, if its then current customer is not a circuit customer, give him notice by telegraph of its election so to do. Should such current customer fail to commence arbitration proceedings within five days after the sending of such notice, he shall be deemed to have waived all claims, if any, in connection with such features under this Article VI.

VII. Short Subjects, Newsreels, etc.

No exhibitor shall be required to license short subjects, newsreels, trailers, serials, re-issues, "Westerns" or foreigns,[9] (hereinafter collectively referred to in this Article as "Shorts"), as a condition of licensing other features.

An exhibitor shall have no right to assert any claim that the licensing of such features was so conditioned unless he shall have mailed to the distributor at its Home Office notice in writing of such claim and the grounds therefor within forty-eight hours after delivery by exhibitor of his signed application for such "Shorts." Any dispute as to whether the licensing of such features was so conditioned shall be subject to arbitration. The powers of arbitrators in any such dispute shall be limited to:

(Continued on page 44)

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[1] An exhibitor contracting for a portion of distributor's features shall be deemed to have contracted for "all of the feature motion pictures initially offered" if the distributor shall have offered only such portion to exhibitor.

[2] An exhibitor shall be deemed to have contracted "for a run in any situation" if he contracts for the right to exhibit each feature for a particular run either at a specified theatre or upon an "or" basis, i.e., at one of two or more specified theatres.

[3] Only "Westerns" which are not of the usual character and type of, and are inexpensively produced as compared with, the distributor's general line of features for the particular season in question.

[4] Without limiting the generality of the term "material default", an exhibitor shall in any event be deemed so to be in material default if, at the time of giving notice of exclusion, he has failed to pay the license fee due for any feature theretofore exhibited by him or if, at such time, he has failed reasonably to perform the license agreement with respect to the playing of features theretofore made available to him thereunder.

[5] Example: If the agreement licenses forty-eight features, of which eight are in the highest bracket, twelve are in the next to highest bracket, sixteen in the next to lowest bracket, and the remaining twelve in the lowest bracket, and, if the exhibitor has the right to exclude ten per cent (five features), then not more than one feature may be eliminated from the highest bracket, not more than one from the next to highest bracket, not more than two from the next to lowest bracket, and the remaining one feature from the lowest bracket; or all five or any lesser number may be eliminated from the lowest bracket.

[6] "For a run in any situation" as defined in Section (1) of Article I, footnote 2.

[7] A policy shall not be deemed destructive or one which will substantially reduce such revenue if it is a policy established under methods of competition normal and fair in such situation.

[8] A "circuit customer," as that term is used in Article VI, is a customer who is, or is a part of, a circuit, a buying combine, a booking combine or a cooperative.

[9] "Westerns" and foreigns as defined in Article I, Section (1).

HAL ROACH STUDIO'S

FIVE VOLUME SHELF OF HITS for 1939-40

Best Sellers All!



To an industry demanding more than ever perfection from Hollywood, the Hal Roach Studio *answers* with the most ambitious program in its History!



plus Four Rousing Comedies With Those Lovable, Laughable Box-Office Nitwits **LAUREL & HARDY** Streamlined into 4 Reelers for Fast Moving, Fun-Packed Film Fare!

The Showman Takes A Day Off and Soliloquizes

He Spends a Peaceful Sunday at Home Until Theatre Troubles Start

HELLO. What's that? The air conditioning system doesn't work? All right, I'll be right down. Meanwhile, you'd better get Jones on the phone and have him take a look at it.

Gosh! I can't have a minute's rest on Sunday. I go down to the theatre to get everything started off all right. I come home to rest, and what happens—the cooling system won't work. Can't I ever get a minute's peace, or is that the lot of a theatre manager? Oh well, I might as well get going. Molly! Molly! Molly, I've got to get down to the theatre. The air conditioning system seems to be conditioning the wrong way. What's that? Yes, I'll be back as soon as I can—in time for dinner.

Thank heavens we only live a coupla blocks from the theatre. Wouldn't do to live out in the residential section in a nice home. Just as soon I'd get settled they'd transfer me somewhere else. No—a small apartment is good enough for me right now. Boy, is it hot out today. I'll bet this weather's playing havoc with business. It's certainly a job to convince these bozos around town that the Bijou is cooler than the beach and a lot of other places. Well, here I am.

Won't Wait For Cashier's Reply

Hello, Jane. What's wrong? I won't wait for her to answer. She won't know a darn thing about it. Hello, Gus. So it's fixed, eh? Well, I'm glad to hear that. What? A Mr. Johnson to see me—on Sunday? Johnson. Johnson. Oh, yes, he's a salesman from Perfect Pictures. Send him on up to my office. I'll be right up in a second. Mmmm—well, business isn't so bad but it isn't so good, either. That operator must be asleep from the looks of that picture. Gus, better wake up whoever's on duty upstairs. Oh, no, there's the changeover mark—he's changing over. Carbon probably just lasted long enough to run the reel out.

Hello, Johnson, how're you? What brings you out on Sunday? I could easily believe if you said you were passing through and really passed through, but not when you stop like this. No, if you want to know the truth I don't think your product has been so hot this year. Course I'm only the manager here, and the boss higher up does the booking; but I've got a right to my own opinion. That Mark Cable film, "The Awful Troth" was the only good picture you've put out so far this year, but it kept us busy explaining the title. Folks kept calling us up and telling us we made a mistake and spelled "truth" with an "o."

Well you can have "Lily of Union Square." They nipped that in the bud around here before it even got started. And as for "This Is Certainly A Great World in Which to Live" I had to use extra ad space to get the title in. We ran out of marquee space and letters when we got to "which," and I couldn't substitute the names of Geraldine Twelvebranches and Claude Vanlandingham, either. So I plugged Bank Nite instead. "Sit Down and Do Nothing" would have been better if there'd be a little action in it. Yes, I'll admit "You Can't Tell a Leopard By Its Spots" had a good cast, but it was rather spotty as far as entertainment goes.

The wife and kids are fine. No, I haven't planned my vacation yet. Excuse me a minute. Hello, hello. Yes. Yes. No. Yes. Well, how many minutes ahead of schedule are you? Five minutes? That's 25 minutes on the day. No, you can't borrow that comedy. It was bad enough when we ran it the first time. And I won't have patrons sitting for five minutes between shows twiddling their thumbs—five minutes will seem like 5 hours to them. I thought you had this thing all scheduled out to the minute. Oh, they did? Can you imagine that? They cut out the market crash scene from "Money Isn't Everything." Well, we'll just have to run ahead of schedule today; tomorrow you'll have to start 25 minutes late.

Why couldn't they tell me they deleted that scene from the picture? It was 85 minutes when I booked it—now it's only 80 minutes. Don't kid yourself, Johnson, your company did the same thing once. I'll never forget how chagrined I was to find the conflagration scene had been cut out of "Fires of Youth." Boy! Did that burn me up? Come in, Gus, what is it?

Here's the key. Go in the supply room and get a couple. You boys are certainly using a lot of batteries. I know people have to be shown to their seats, but I've noticed the man on the right aisle flicking his light off and on more than once. Better tell 'em to watch that. And please tell 'em to stop exploring their oral cavities between patrons.

You needn't be in a rush, Johnson. Yes, I wish I could; but you know I never get to conventions like I used to. Gotta stay around here and see that things are all right. It was bad enough for you to put out 78 pictures this year, I don't see how you're going to get away with 89 in '39-40. Why not make it 90 and be done with it? Let's see now—15 specials, 10 super specials, 14 superfluous specials (superfluous is right), 11 outdoor thrill dramas (why dontcha call 'em westerns?), 13 Good Luck specials, 10 box office hits, 8 side exit specials and 8 colossals. My God! Not a program picture among 'em! So long. Don't worry, we'll probably play all of 'em.

Well, now that he's gone guess I'll go down and watch the picture a while. I hope someone hasn't taken my seat. Nope, there it is. This must be another one of those diving shorts. Oh sure, there'll be a comic diver jump off, get halfway between the diving board and the water, and then go back again. It never fails. There he is. I'd better be planning my campaign on "All This and the N. Y. World's Fair, Too." Wonder if it would do any good to write Grover Whalen and have him send me a letter congratulating Moonville citizens on being able to see this great film. Think I'll have the cashier wear a perisphere and trylon headpiece. Might even give 'em away to women patrons. Can't do that. Nobody'd be able to see the screen. Wonder what the wife's going to have for dinner. Think I'll put on a local Fair here to stimulate interest in the picture. Can't do that, either. Oh well, maybe I'll get a few more ideas between now and tomorrow . . .

What? What? Tell her I'll be right home. I must have fallen asleep. Missed the whole feature. I'll drop around again tonight to see it. I hope nobody saw me asleep there. Well, another Sunday gone—almost!



Bodoin's "U. P." Train Ballyhoo

The local Shrine Club cooperated with Rex Bodoin, advertising manager of the Waco Theatre, Waco, Texas, for the opening day of "Union Pacific" by providing him with the organization's trackless train for use as street ballyhoo. And take it from Rex, the stunt really caused a lot of excitement.

Showmen's Parade

JOSEPH PISAPIA, manager of the Earle Theatre, Jackson Heights, L. I., has taken over the Hobart Theatre, Woodside. He is replaced at the Earle by SAMUEL BLEIWEISS.

HAROLD VAN VORST, manager of the Queensboro Theatre, Long Island City has been shifted to the St. James in Asbury Park. MALCOLM MARSHALL will manage the Paramount in Asbury Park, reopening this month for the summer season.

EDDIE LA RUE has been appointed manager of the Warren Theatre, Hudson, N. Y., replacing CHARLES WARREN transferred to the Community Theatre in the same town.

CLYDE HODDER, treasurer of the Leona Theatre, Homestead, Penna., has been named manager replacing SAMUEL E. BLEYER, who died recently.

CLIFF BOYD has resigned as RKO Theatre manager in Cincinnati to open a talent agency. BOYD was the dean of managers in the Queen City.

RALPH SMITH has been appointed personnel manager for the John Danz Theatres of Seattle. He is succeeded as manager of the Uptown Theatre by WARREN LEMON, formerly Northwest manager for Tri-National.

Father succeeds son in Oklahoma where DUDLEY TUCKER takes over the management of two theatres at Pauls Valley and Wynnewood to replace his son ERWIN who has been appointed city manager for Griffith Dickenson Theatres in Fayetteville, Missouri.

CHARLES H. MEREDITH has been appointed manager of the rebuilt Dock Street Theatre in Spartanburg, S. C.

WALTER POTAMKIN and CHARLES WAGNER, manager of the Adelphi and Frolic Theatres, respectively, in Philadelphia, have exchanged posts.

FRED LEOPOLD, manager of the Arcadia Theatre, Wilmington, Del., which has been closed, has been transferred to the Grand Opera House. STANLEY ZEBROWSKI, his assistant, is at the Grand.

IRVING BLUMBERG has been shifted from the Alleghany to the Oxford Theatre replacing BILL HUFFMAN, who has been transferred to West Chester, Penna.

Ernst Lubitsch Corp.

Together With

Sol Lesser Productions

ANNOUNCE THEIR

AFFILIATION WITH

United Artists

For the release
of three major
productions a year

THE VERY

IDEA!...

That You're Looking For! It's Here! 462 Pages of Exploitation Magic...An Extravagant Parade of $$$ Ideas!

The First Exclusive Encyclopedia Of Practical Show-Selling Ideas

- Newspaper Advertising, Tie-Ups and Publicity
- Contests—Newspaper, Radio, Stage, Windows
- Street Stunts and Novel, Sure Fire Ballyhoos
- Special Events and Special Contests
- Lobbies and Theatre Front Displays
- Eye Catching Windows—Animations
- Heralds, Printed Matter, Posters
- Radio—Parade—Illusions
- Direct Mail Campaigns
- **HUNDREDS OF DIAGRAMS AND PHOTOGRAPHS**
- **COMPLETE CROSS INDEX FOR EASY REFERENCE**

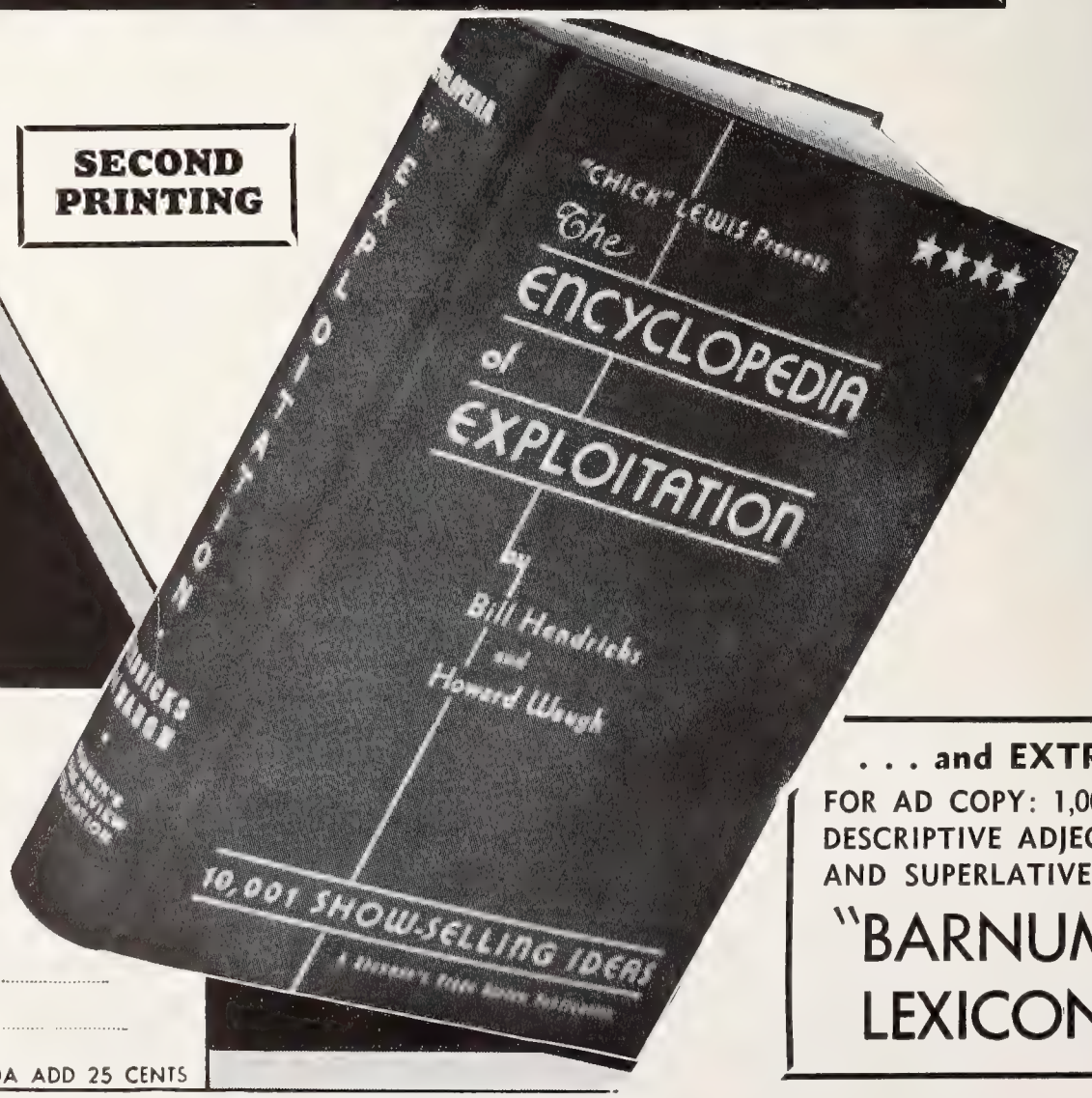
IT'S READY NOW!

—THE WORLD—OF EXPLOITATION AT YOUR FINGER TIPS

★

Clip The Coupon Today!

SECOND PRINTING



Showmen's Trade Review,
1501 Broadway, New York City.

Dear Chick:

$3.50 is enclosed for a copy of "The Encyclopedia of Exploitation." (Check, cash or money order. No orders sent C.O. D.)

Name.....

Address.....

City..... IN CANADA ADD 25 CENTS

. . . and EXTRA!

FOR AD COPY: 1,000s OF DESCRIPTIVE ADJECTIVES AND SUPERLATIVES.

"BARNUM'S LEXICON"

Selling the Picture



Evolution of Transportation

In conjunction with the showing of Walter Wanger's United Artists release, "Stagecoach" at Loew's Rochester Theatre, Rochester, N. Y., Lester Pollock, manager, placed a showcase in the lobby showing the evolution of transportation from the covered wagon to the modern streamlined train of today. Interested observers stepped away from the window just long enough to permit this photograph.

Rouda Rounds Up Magician to Put On Show Plugging "Lady Vanishes"

Knowing that his patrons as a rule do not approve of British pictures, Manager H. M. Rouda, of the Roseland State Theatre, Chicago, decided it was best to arrange some special stunt in selling "The Lady Vanishes."

So—also knowing that the film's plot introduces a magician—Rouda engaged the services of one to stage a vanishing act in the window of one of the neighborhood's leading furniture stores. Since most of the action takes place on a train, the magician built a small coach 30 inches high, 18 inches wide and 30 inches long, in which a young lady was placed. Following the usual "hocus pocus," which included the thrusting of swords through the windows and roof of the coach, the doors were opened and the lady had vanished.

The exhibition was given at 15-minute intervals, afternoon and evening, three days previous to the opening of the picture, and according to Rouda, crowds fought for a "ringside seat" to see the stunt. As a result, he stood 'em up on the opening day of the picture, and filled the house on the following days.

This is a swell stunt for other exhibitors playing "The Lady Vanishes." But don't succumb to the temptation of using your mothers-in-law in the disappearing act.

But No Lobster and Ice Cream

Neighborhood restaurants featured special "Midnight" snacks on their menus in cooperation with Manager Ted Turrell of the Beverly Theatre, Chicago, on the showing of "Midnight" at that theatre.

Showman Knew The Castles, So Interview Wins Break in Daily

Often on theatre premises or in the immediate community there is a person who may be the springboard for newspaper publicity devoted to a current vehicle.

Manager Frank Lamarre of the State Theatre, Manchester, N. H., made excellent use of such a circumstance during the run of "The Story of Vernon and Irene Castle." Bernard Kearney, general manager of the Shea Theatres in Manchester, was the personal representative of Arthur Hopkins and M. A. Shea in 1915 when they presented Vernon and Irene on their first big tour. When "The Story of Vernon and Irene Castle" played the State, Manager Lamarre arranged to have a reporter of the *Manchester Leader* interview Mr. Kearney.

The *Leader* broke a long and interesting story, with a two-column picture of the Castles.

Schine's "Honesty Pays" Kiddie Club Triples Saturday Business

A new idea in theatre Kiddie Clubs, conceived and put into effect at Schine's Vine Theatre, Mt. Vernon, O., by Kroger Babb, is proving a definite box office stimulant, with kiddie business tripling past figures during the first three weeks the Club has been in progress.

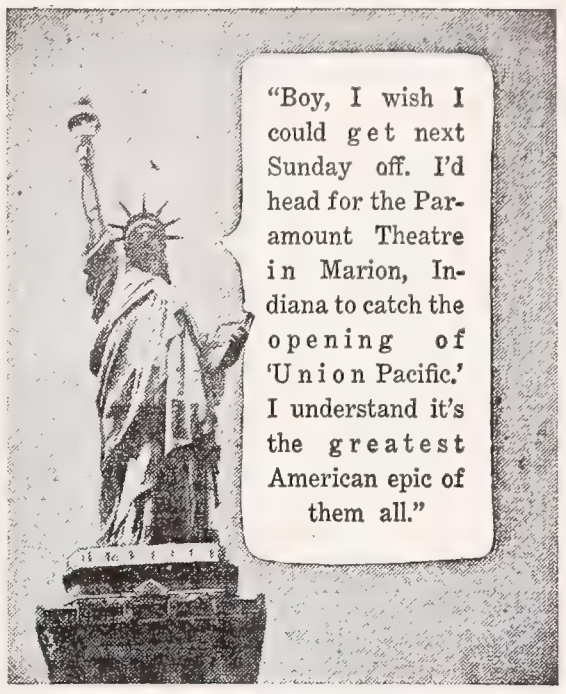
Called "Schine's Honesty-Pays Club", it has the endorsement of educational, religious, civic and business leaders of Mt. Vernon. A local ice cream company is underwriting all exploitation expense as well as a sizeable prize list, including ice cream, cameras, baseball outfits, vanities and roller skates, with a pony and saddle as the capital prize.

A booklet is given to each member, who must always be "on his honor". He must attend the Vine every Saturday afternoon. There are 12 pages in the booklet, and on one side of each page is a cut of one of the chapters. On the other side, the member is asked to check what item "on his honor" he bought at a dealer that week. He fills in his name and address and hands the page to the cashier or doorman.

The theme of honesty is carried out in the formula for all events.

FOR BETTER SHOW SELLING
Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Bridal Suite	This Issue
Broadway Serenade	April 1
Captain Fury	May 20
Dark Victory	April 22
Flying Irishman	March 11
Hardys Ride High	April 22
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
King of the Turf	Feb. 25
Little Princess	Mar. 4
Lucky Night	May 13
Made For Each Other	Feb. 18
Man of Conquest	April 29
Only Angels Have Wings	May 27
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	March 18
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Tail Spin	Feb. 4
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Union Pacific	May 6
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Zenobia	Mar. 18



Miss Liberty Breaks Silence

At last Miss Liberty speaks—and what she says is contained in the teaser ad, above, used by Manager Thor Hauschild of the Paramount Theatre, Marion, Indiana, to announce the forthcoming engagement of "Union Pacific" at his house. While Miss Liberty is silent a great deal of the time, perhaps you could follow Thor's cue and induce her to speak for some outstanding attraction you'll be playing soon.

Spraying Feminine Patrons with Perfume New Idea for Exhibitors

Most theatremen know and recognize the importance of directing their advertising appeal, for the most part, to feminine patrons.

For centuries women have succumbed to the lure of perfume, and women are no different today than they ever were. In view of this, it remained for the Warren Smith Co., of Defiance, Ohio, perfume manufacturers, to introduce a new tieup to theatres on a nationwide basis in connection with their new "Franciska Gaal Perfume."

The idea is to have an attractive young lady attendant, by means of a DeVilbiss perfume atomizer with quality perfume, spray its fragrance to feminine patrons. In addition to this, free tie-up material for a lobby display can be used to advantage at any time for any future engagement. Window display tieups with 5c & 10c stores can also be effected.

According to officials of the Warren Smith Co., they will, at no charge for the perfume, furnish two 4-ounce bottles of "Franciska Gaal Perfume," together with a DeVilbiss atomizer, to any exhibitor in the United States for $2.00 to defray the cost of the atomizer and shipping charges. This is enough perfume, it is declared, to spray 4,000 people.

If you want to do something different in showmanship, why not try this idea? Originally suggested by a showman, E. E. Bair, manager of the Valentine and Strand Theatres, East Defiance, it surely must have merit.

"We Don't Want to Die . . ."

For the showing of "Let Us Live" at the Grove Theatre, Chicago, Manager John P. Field set up an electric chair in the lobby with this copy: "We Don't Want to Die . . . 'Let Us Live'."

ADS FROM THEATRES ACROSS THE NATION



Montgomery, Ala.



Fort Wayne, Ind.



Spokane, Wash.



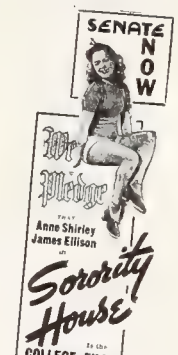
Phoenix, Ariz.



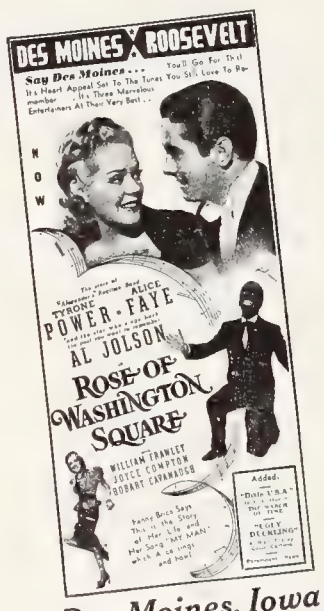
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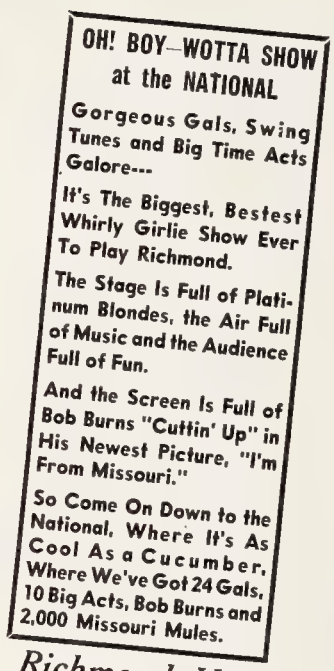
Buffalo, N. Y.



Harrisburg, Pa.



Des Moines, Iowa



Richmond, Va.



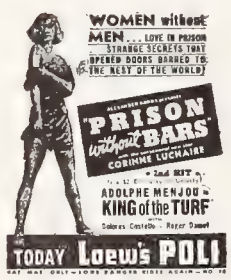
Springfield, Mass.



Butte, Mont.



Madison, Wis.



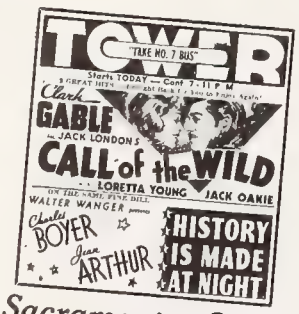
Springfield, Mass.



Portland, Me.



Miami, Fla.



Sacramento, Calif.



Charlotte, N. C.



Salt Lake City, Utah

The Advertising Clinic

When The Mercury Goes Up, Make Your Layouts Reflect Cool Comfort

By "OLD DOC LAYOUT"

IF THE appearance of your theatre has meant anything to you during these balmy Spring days, you've been sprucing up for summer. You've utilized cool, summery colors to make your house an inviting place for those who wish relief from the hot summer's heat. And in doing this you have been on the right track.

But haven't you forgotten something? Yes, we realize you've increased your exploitation activities in an attempt to stave off a decrease in business. But we ask again, isn't it possible that you've forgotten something? Can't guess what? All right, how about your newspaper ads? Are you making them attractive enough to lure the public into your theatre?

We strongly suspect that during the frigid, icy months you filled your ads with copy right up to the border. Perhaps black-faced type was used, along with black and white line-cut illustrations (mostly black), and halftones. Of course, we realize that different attractions require a variety of layouts, so that not necessarily were your ads all a big splotch of black. But unless you are an exception, space was pretty dear, and you crammed all you could into it.

Then there was another thing to consider. We'll bet that, other than the theatre, there were few if any other places for your patrons to go for their amusement. For that reason, you could hurriedly lay out an ad, summer. Yet, if you *must* date them in, try taking care to get in only the essentials in a minimum of space, and be reasonably certain that regardless of whether or not it looked very attractive it would at least suffice to bring patrons into your theatre. After all, where else could the majority of them go?

That was last winter. It's spring now, and in a couple of weeks summer will be here with its torrid temperatures, its outdoor amusements that lure folk away from the theatre. It will hustle you to devise exploitation stunts and arrange the front of your house in such a manner that you'll get your share of business. You'd better do something about those newspaper ads. You'd better change the style of your layouts. You'll have plenty of opposition, so among other ways, you might as well plan to combat it through the newspapers. Because your theatre is just as comfortable in the summer as in the winter; that is, if you have maintained perfect operation of your air-conditioning system, it is logical that the folk who attended while the snow was flying should attend now, unless, of course, they are away on vacation, a factor you must take into consideration.

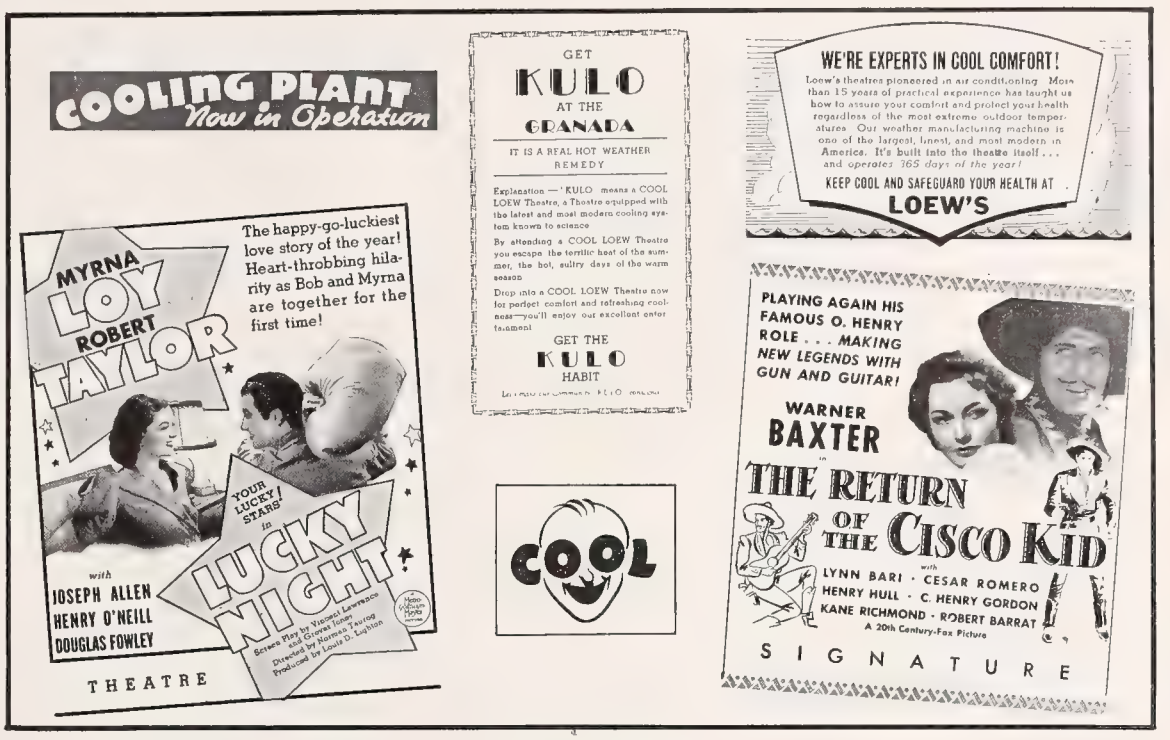
In layout and style of type used, your ads should be kept light. They should be able, if we may use the term, to "breathe." Bold-faced types and heavy black borders should be positively avoided; in their place, use light-faced types and light rules. During the summer, even more so than in winter, most features are light, gay, romantic. There are usually a few musicals, too. In other words, stark tragedy and heavy drama are extremely rare for themes for screenplays while the mercury hovers around 90 degrees in the shade. Let your ads, therefore, suggest gaiety, romance, or music, whichever is most outstanding in the film being exhibited. Should any of the pictures you book have a heavy and sombre theme, they are not appropriate for exhibition in the as much as possible to stress the lighter phases of their entertainment in your ads.

Each of the summer months should, in our opinion, be hailed in your advertising as a special occasion. For example, you could feature a "June Jamboree of Hits," or "Our July Festival," or "August augurs great entertainment for our patrons." These catchlines, perhaps somewhat varied, should be used in your ads throughout the summer. By making each month one of significance, you'll have patrons constantly scanning the amusement pages to see what next big attraction you're going to play. A week or so before each month begins, you could run a special ad in which your complete lineup of films would be revealed, along with a good, snappy catchline about each picture.

Bear in mind that now is the time to get institutional copy into your layouts. It would be a good idea to now and then take space for an ad which extols the merits of your air-conditioning system, which tells why it is more healthful and a far greater convenience to enjoy a performance in the cool comfort of your theatre than to seek amusement in the hot, humid outdoors. However, if you don't feel like doing this, then you can make certain that every one of your regular ads carries at least a line of institutional copy. Why not make this copy a personal message to your patrons over your own signature? Patrons always feel there is more sincerity in a statement if it is signed by the manager than if it bears no signature at all.

And, by the way, if you've been using a black theatre signature plate, better reverse it and use black lettering against a white background, with "icicles" and "snow" worked into the design.

Unless you reflect gaiety, romance and music, coolness and comfort in your ads, you can't expect the public to choose your theatre when they go out looking for entertainment. Make every layout light and summery, and you'll get the business.



Keep 'Em Coming With Light, Summery Layouts

Here are the type of ads you should use during the summer months. Note that the feature attraction layouts shown have about an equal amount of white space, illustration and copy. A Loew's institutional ad is displayed in the upper right-hand corner, while another cool display in which a new word, "Kulo" is coined from "Cool Loew" is in the center. Also shown are cool elements to stick in your regular ads.

ADS FROM THEATRES ACROSS THE NATION

A study of the wide selection of advertisements on the opposite page, chosen at random from the newspapers of average-sized cities throughout the country, reveal some interesting angles.

Evidently two houses, the Des Moines and the Roosevelt, were both playing "Rose of Washington Square" in Des Moines, Iowa, so the two theatre slugs were placed at the top of the ad. If you are in a circuit which has more than one house in your town, and both theatres play the same attraction, you might follow this example and conserve on your advertising budget.

The ad on "Sorority House" from Harrisburg, Pa., is in the form of a pledge, keeping with the spirit of the film. From top to bottom the ad reads continuously, so that one noticing it can't help but digest all its contents, including the illustrations. From Butte, Mont., comes an ad about "Sacajawea," the Indian maid. If one reads the copy carefully, he'll find the theatre is also playing "Barefoot Boy"; but that fact is almost completely buried. The type ad from Richmond, Va., is one that easily draws attention when surrounded by displays featuring line and halftone illustrations.

Study the page a while. You'll make many interesting observations, and at the same time get some ideas for your own layouts.

Selling Your Theatre's Name

IF YOUR theatre has a name, it ought to have a reputation! Which is to say that while hitching the theatre to a star is good box office, there's also good reason for selling the thing the theatreman owns and controls as well as the popular personalities loaned him by Hollywood.

The one thing every theatre operator has that is his very own to control is his theatre. The screen shows created in Hollywood, London, Paris or elsewhere are entirely in the hands of the studios. Stars are born in the studios—but they grow up to be box office at the motion picture theatres. Big ballyhoo emanating from the source of film production may create a flood tide of public curiosity and interest in a "name", but the public couldn't be so aroused by pictures and stories in the papers if at certain intervals the "name" could not be seen on the screen.

Prestige Pays

So merchandising the theatre itself seems one of the most natural business efforts any theatreman can put forth. Yet, in view of this fact there seems precious little consistent theatre-selling in a too large majority of cases. If the name of the theatre itself has gained real prestige, the showman operating it has something upon which he can bank for patronage come great films or poor ones.

Naturally there is a vast difference between selling one type of theatre and another. The big downtown house is an entirely different proposition than theatres in towns and cities of from 5,000 to 25,000 population. The deluxe theatre in metropolitan centers practically sells itself as a result of its policy of added attractions, large-scale operation and a brand of showmanship that is too costly for the smaller situation.

In the smaller towns the theatre must be regarded a community institution, and community patronage is the most difficult of all to cultivate and imbue with a spirit of loyalty and enthusiasm on the part of the public to which it caters. Nevertheless, the community theatre needs, more than does the big show house, the constant build-up of aggressive showmanship to sell the theatre itself as an attraction. Prestige, a loyal following of resident patronage is what keeps the successful community theatre operating profitably through the weeks or days when the screen attractions do not afford star and story power sufficient to bring in a "pay load" of ticket buyers.

Merchandising the community theatre realizes its greatest business building efficiency when it is tied up intimately to the community through constant cultivation of the neighbor-to-neighbor spirit in its publicity, advertising, public relations—or call what you will the efforts directed toward keeping the public interested and acquainted with the activities of the theatre.

The Community Spirit

In spirit the merchandising of the theatre as a community institution should be directed toward building confidence in the theatre and pride therein as an essential service to the well-being and wholesome social activity of the people. That means taking the public into the confidence of the theatre and the people who operate it, by publicity that keeps the public acquainted with phases of a business they do not understand and about which distorted viewpoints are encouraged by exaggerated coloring of the glamor angle on the part of reporters covering the Hollywood scene in both newspapers and radio.

An aggressive policy of continuing and continuous building up and stressing the quality which the management of the theatre constantly strives to achieve, both in the selection of pictures and the method of presentation, is what counts in developing and maintaining prestige for the theatre itself. Yet in most of the exploitation work by theatres there is expansive praise for the star, the director, perhaps, the thrills and drama of the production—but very little about the part that the theatre plays in bringing his great work to the public of the community it serves. The big-gun exploitation for the current or coming attraction must go on. But, also, there must be a consistent effort in a variety of mediums directed toward the end that the theatre also be dramatized, glorified and firmly established in the minds of people who constitute its potential patronage.

Talk About the Theatre

If your theatre has good projection and fine quality of sound reproduction, why not capitalize that as an essential to the full enjoyment of this or that great screen achievement being exploited as an attraction at your theatre. This dramatization of the theatre as well as the show can well be effective in selling tickets for the particular show and also carry a cumulative value that will make your theatre preferred as a place where good pictures may be seen. The advertising that tells how a certain actor tears at the heart-strings and thrills you by the sheer emotional power of his stirring lines in a certain scene, can also make allusion to the fact that this memorable example of fine acting and dialogue is brought to the patrons of this particular theatre with fidelity and life-like quality because this theatre's excellent sound system and expert projection is of the best.

Dramatize Equipment

There are few things in the theatre that cannot be dramatized to the advantage of the showman who operates the house. The chairs the people sit in as they view the screen show can and should be sold in publicity of the institutional variety. If you have modern, comfortable and beautiful chairs, tell the public so. Your program, your occasional throw-aways, even an occasional institutional newspaper advertisement can refer to them in terms of general interest. Copy along this line is available to every theatre from a number of sources. To mention but one: American Seating Company has published a brochure titled "The Story of Theatre Seating." This is an interesting biography of chairs, tracing back to ancient times the story of how the modern theatre chair was evolved as a result of scientific advances in both design and manufacture. Fragments of this story can be made into brief, interesting readers for your program and for newspaper stories.

Local Color

Your ventilating or cooling system, or the heating plant, can also be treated in such references from time to time. The manufacturer of the apparatus installed in your theatre probably has material that can be rewritten for your purposes. This also applies to your projectors, the projector lamps, the sound system, the very carpets on the floor. Material that makes interesting reading can be had from manufacturers of these products.

By means of newspaper cooperation having a strictly local flavor, the showman can keep his theatre before his public. The fea-



"Wuthering Heights" Gets Large Window in London

It was impossible to pass this big boost for Samuel Goldwyn's United Artists release, "Wuthering Heights," without stopping to take a second look. The display was in the window of George Doland, Ltd., Cheapside, the heart of London. Note the entire window is devoted to the display, and that there is a bold plug for the title and the Gamont Haymarket Theatre on the streamer across the two glass panels.

ture writer on your local paper is a strange bird indeed, and more resourceful than most, if he cannot be interested in an idea for a story. A back-stage visit, for example, humanizing not only the management but the equipment can be written as a feature of general appeal. There are many things about the inner workings of a picture theatre that the public can be told.

As another most important operation there is the "public relations" work. This deals with cooperating with the important local groups. Charity organizations, fraternal groups, parent teacher associations, Boy Scouts, music clubs—whatever group or groups are prominent and active in the community should be cultivated. Whatever is done to indicate a real interest on the part of the showman for local activities of benefit to the whole community, will enlist interest and respect for that theatre on the part of people whose influence carries weight in the local social or civic life. Printing news items about meetings in the programs, tying up with some special event in which these organizations are engaged, giving benefit shows sponsored by such groups—all these are activities that have been carried on with the greatest amount of good both for the community and the theatre by showmen.

"Buy at Home"

Putting on lobby or foyer displays of the art work of school pupils of the drawing class of the local high school; or one-man exhibits of some local artist either of reputation or aspiring to future fame as a painter; displays of private collections of paintings or art objects of some local collector, all these are activities that bring the theatre into closer relation with the community it serves and into a higher prestige with people of the town. They are activities which prove conclusively that the theatre and the management really "belong" in that community.

Prestige build-up along these lines can always be turned to account in meeting competition of carnivals in neighboring situations—even in offsetting the magnetic draw of some large deluxe theatre in a nearby city. This can be done by appealing to local pride and loyalty. Initiating a "buy at home" movement whenever such competition threatens is not a difficult matter if the theatre enjoys the reputation of being a definite asset to the community in which it is located.

But whether you ever get the theatre into this category or not, this much is certain—every bit of selling you do for your own theatre is selling effort that accumulates to the advantage and profit of the theatre itself, come bang-up attractions or just plain, run o' the mill program pictures.

Idaho Showman Is Booster of "Pal Night" He Says In Interview

A guest at RKO Radio Pictures' lounge for showmen visiting the New York World's Fair, Merle Bucknum of Emmett, Idaho, says "Pal Night" has been a big booster of business in two theatres in Emmett in which he is associated with his father. Bucknum on Tuesday and Wednesday evenings admits two persons for the price of a single admission. His prices are 10 and 30 cents. A man and his wife or two pals are admitted for 30 cents and if a child is brought along the youngster gets in for a nickel.

The two Bucknum theatres are the Ideal and Liberty, and Emmett is a town of 3,500 persons in a fruit growing and lumbering country. Summer business tops that for the winter seasons due to the influx of workers.

Bucknum was accompanied on his visit to New York by his wife who at one time assisted him in the managership of the theatres. She is a graduate of the University of Idaho, while Bucknum is a graduate of Stanford University.

Summer Business As Good As the Winter, Says Roy of Eugene, Ore.

While the summer used to be a slump season for the motion picture business it is now on a par with that of winter in the Northwest territory, according to the veteran showman George Roy of Eugene, Oregon, who was a guest last week at the RKO Radio's exhibitor's lounge.

"I have noticed in the last two or three years that our summer intake has caught up with that of the winter," Roy said, "and I am spotting several big pictures for the so-called dog-day season. People will see good product at any time of the year."

Roy, who operates theatres in Eugene and Corvallis, is one of the pioneer exhibitors of the Coast. In 1907 he operated Green's Hall in San Bruno, California, a combination restaurant-theatre-dance hall open only on Wednesday and Saturday. In 1908 he became an exhibitor in Burlinghame and later at Reno, Nevada, then Medford and Grant's Pass, Oregon. Twenty years ago he sold film for Sol Lesser and he rented product from Jack Warner when the latter managed an exchange in San Francisco.

At the State, in Eugene, his patronage is largely of the farmer class and they want the best type of action pictures, while at the Oregon State in Corvallis, a college town, Roy must give his patrons sophisticated film fare. He has put on a prosperity night at Eugene for the last four years and for this program he uses one feature and several shorts, whereas double-features is his regular policy.

During Roy's absence his houses are operated by a son, Alfred, who is 34, whom he began training at 9 for the show business. His son has a son now five years of age, who wants to be a movie mogul too.



MAN TO REMEMBER

He doesn't pretend to know everything, but when it comes to theatre equipment he knows a lot. He's your buying guide to better values 52 weeks a year. He doesn't have glamour—except perhaps for his wife—but he knows how to help you put glamour* into your theatre and, after all, that's what you've got to sell. He's your National Theatre Supply Company representative—the man to remember when you want to put carbons into your projection room or glamour into every part of your house.

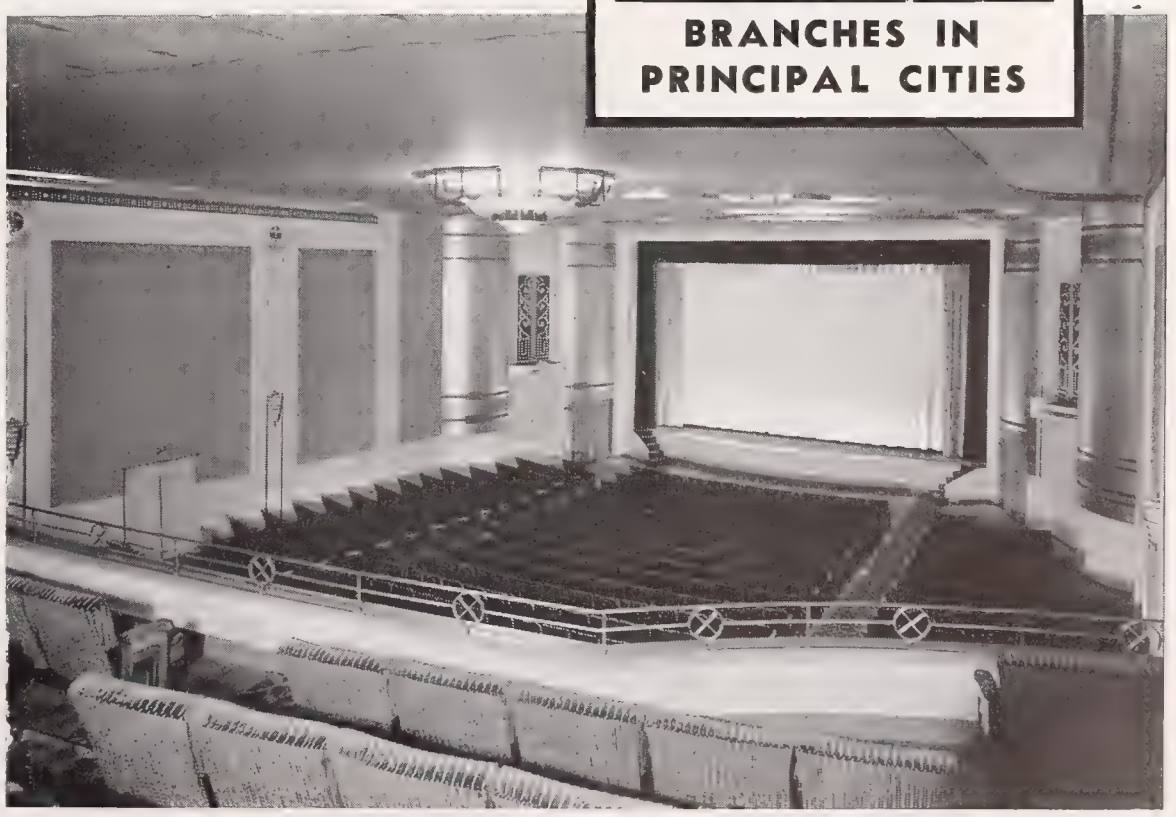
* Glamour is magic, enchantment. See how it has been put into Oakland, California's, Laurel Theatre, equipped by National Theatre Supply Company.

NATIONAL THEATRE SUPPLY COMPANY

NATIONAL

EVERY STORE A LOCAL INSTITUTION WITH A NATIONAL REPUTATION FOR RELIABLE SERVICE

BRANCHES IN PRINCIPAL CITIES



Program Exchange

Some Memories and An Idea or Two For Those Contemplating Programs

STR may be celebrating its 6th Anniversary, but it has nothing on the Program Exchange—we're celebrating our 35th birthday. Yes, sir, with this issue the Exchange is 35—weeks old. All right, we're not even a year old yet, while the magazine is six; but we'll celebrate our birthday every week until after the first year. In that way, we feel old, even though we're comparatively young. Since this is the Anniversary Issue, we might as well have an anniversary, too.

So here we are—35 Saturdays old. The STR Program Exchange was inaugurated with the Fall Showmanship Number in September, 1938. At that time, the department was a gurgling infant, so to speak, whose birth was inspired by the belief that house programs are one of the most satisfactory forms of theatre advertising. We had received a suggestion from E. E. Bair, manager of the Strand and Valentine Theatres, East Defiance, Ohio, that we devote weekly discussion to the house program.

Programs Important Factor

Following Bair's suggestion, we contacted several representative exhibitors from all parts of the country, who declared that theatre publications were one of the most important factors in increasing business and promoting goodwill among patrons and merchants. They unanimously approved of the Program Exchange.

And so, as we said before, a gurgling infant was born. But, my oh my, how he has grown! Today, more than a hundred exhibitors from various sections of the United States and Canada, and from across the ocean, are exchanging programs. They've found that a look at the other fellow's program has its benefits, for they can usually incorporate the idea in their own. And, of course, they send out some swell ideas every time they mail a program to another member. Incidentally, the Exchange is still in its infancy—still growing. By the time its sixth year rolls around, it will be easier to count those who are not members than those who are.

Well, now that we've gone in for birthdays, we'll get down to business. Last week we mentioned the institutional message on the cover of one of the programs issued by Norman T. Prager for the Arcade Theatre, Springfield, Ill., and promised we'd reproduce it this week. Always eager to fulfill a promise, we present the message herewith: We suggest that you cut it out and plan to use it in your own house organ or as an institutional ad in the newspaper making only such changes as are necessitated by the name of your theatre and your situation:

Prager's Institutional Message

"The Arcade—a Friendly Theatre. No mile-long corridors filled with priceless objets d'art, no cathedral-like auditorium or vaulted lounge where overcome by the vastness of it all you whisper, awestruck.

"No staff of over-dressed, overbearing, militarily trained attaches to order you about, or to serve you with condescension.

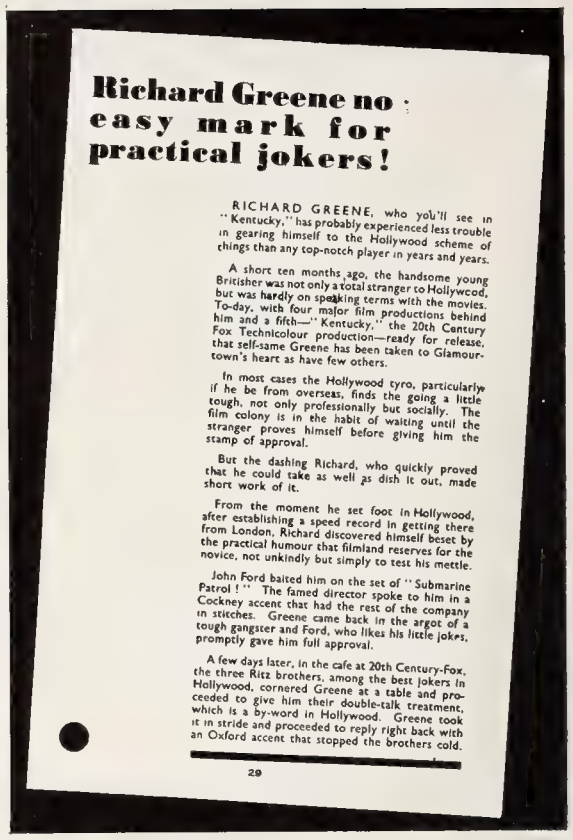
"We cannot boast a mammoth stage or prancing, dancing ladies; not even a large orchestra.

"We do boast a little though, for we are very proud of the airy cleanliness of our little theatre. We are happy, too, to have so many friends who patronize the Arcade because of its intimate atmosphere, its comfortable seats, its neighborly friendliness.

"It pleases us that our doorman has been born and raised among Springfield people, and knows most of our patrons by name. We're not a little proud that you attend the Arcade because you know that full enjoyment of any picture depends upon the quality of the sound reproduction, and that acoustically as well as from an engineering standpoint, we have perfect sound and the latest and best sound equipment.

"We are happy to serve Springfield with the pick of the best pictures released each week in the finest little movie house in town.

"Anyone who wants to run a 'Cathedral of the Cinema' can have it. We'll stick to the Arcade, and you . . . our friends."



Richard Greene no easy mark for practical jokers!

RICHARD GREENE, who you'll see in "Kentucky," has probably experienced less trouble in gearing himself to the Hollywood scheme of things than any top-notch player in years and years.

A short ten months ago, the handsome young Britisher was not only a total stranger to Hollywood, but was hardly on speaking terms with the movies. To-day, with four major film productions behind him and a fifth—"Kentucky," the 20th Century Fox Technicolour production—ready for release, that self-same Greene has been taken to Glamourtown's heart as have few others.

In most cases the Hollywood tyro, particularly if he be from overseas, finds the going a little tough, not only professionally but socially. The film colony is in the habit of waiting until the stranger proves himself before giving him the stamp of approval.

But the dashing Richard, who quickly proved that he could take as well as dish it out, made short work of it.

From the moment he set foot in Hollywood, after establishing a speed record in getting there from London, Richard discovered himself beset by the practical humour that filmland reserves for the novice, not unkindly but simply to test his mettle.

John Ford baited him on the set of "Submarine Patrol!" The famed director spoke to him in a Cockney accent that had the rest of the company in stitches. Greene came back in the argot of a tough gangster and Ford, who likes his little jokes, promptly gave him full approval.

A few days later, in the cafe at 20th Century-Fox, the three Ritz brothers, among the best jokers in Hollywood, cornered Greene at a table and proceeded to give him their double-talk treatment, which is a by-word in Hollywood. Greene took it in stride and proceeded to reply right back with an Oxford accent that stopped the brothers cold.

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Human Interest Angle

One way to attract attention to a player is to reveal a human interest story about him. This can be done in your programs. But never have we seen it so uniquely handled as in the reproduction above. A judicious use of white space and a careful selection of type make the piece one that everybody having a copy of the program will want to read. It's from one of the Gaumont British (London) house organs.

A lot of you other members, in fact all of you, could write institutional messages just as effective and compelling as the one written for the Arcade. Little "talks" like this every once in a while inspire a friendlier feeling between the theatre and the customer. You don't always have to have a beautiful illustration on the cover of your program, nor must you always have a portrait of a star or a publicity story on one of the inside pages. Devote the space occasionally to extolling the virtues of your theatre. It will pay you in extra dividends.

It Was a Smart Idea

Quite some time ago, in discussing the programs of Seth H. Field, who was then at the University Theatre, Cambridge, Mass., we pointed out an interesting feature which we have never seen in a program before or since. In listing his attractions, that is, the feature, the short subjects, etc., Seth sometimes wanted to call attention to a particular subject. Let's say it was the March of Time. Directly under the title, in parentheses was a notation to "see page so-and-so." When the reader turned to that page, there was a discussion of the March of Time. We rather think it was a smart idea.

In case your program carries stories about the attraction, you, too, can call attention to those stories by inserting "see" lines directly beneath the titles. Or if there's something equally interesting to say about the star or a featured player, you can either put a "see" line below his or her name, or, if that is not practical, you can place an asterisk after the name and place the "see" line at the bottom of the page.

Good illustrations always dress up a program. They don't have to be fancy. From our own experience in studying many, many types of house publications, we've found that a simple square (or almost square) halftone is far more attractive than one which is embellished with all sorts of doo-

—Here's Your Application Blank—

Cut It Out and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear Chick:—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....

Theatre .....

City ..... State .....

dads, if you get what we mean by that.

Where you have more than one theatre in a town, we have an idea. Perhaps it's practical and perhaps it isn't depending on the printer's facilities. We can see the idea very vividly in our head, but when we try to set it down on paper we're almost stumped. Anyway, in our own simple language, it's something like this: Suppose your program consists of about 12 pages. News about the Bijou is on page 3, about the Majestic on page 5 and about the Tivoli on page seven. Those are all right hand pages. Now the pages would be edged in sort of index fashion; that is, cut away at the edges so that when one picks up the program he finds the names of the three theatres without opening the program. If he wants to know what's on at the Tivoli, for example, he places his thumb on the tab with the word "Majestic" printed vertically on it, opens up the program, and there's news about the Majestic. It's something like the tab index system, you know. We never were very good at explaining. We'd hate to have to chronicle a man's feelings as he stood at Times Square waiting for the traffic light to change and thinking of the beauty of the Grand Canyon. It might be simple at that, however, because he probably wouldn't be waiting for the light and chances are that he's never been west of the Hudson River.

Another Word or Two

Just another word or two before we bring this discussion to a close. Those programs illustrated in the large cut are from William B. Justice, of the Capitol and Majestic Theatres, Paragould, Ark; Norman T. Prager, Arcade Theatre, Springfield, Mass.; G. J. Reister, Capitol and Majestic, Shamokin, Pa.; Gaumont Theatres Corp., London, England; Harold Grott, Met Theatre, Baltimore, and Maurice Osterman, 77 Swan Street, Buffalo, publisher of *Movie Guide* for 12 Shea houses.

Well, that's about all we have to say this week. We're going to get in touch with each of you members one of these days via Uncle Sam's mail men. In the meantime, however, we'll be back here. So look for us again next week.

Program Exchange Members

ALABAMA

John W. West, Capitol Theatre, Gadsden
George N. Wheeler, Langdale Theatre, Langdale
E. F. Ingram, Ashland Theatre, Ashland
Mack Lewis, Grand Theatre, Bessemer

ARKANSAS

William B. Justice, Majestic Theatre, Paragould
Willard Wagner, El Campanil Theatre, Antioch
Frank W. Steele, Williams Theatre, Williams
M. W. Lathrop, Oakdale Theatre, Oakdale
W. G. Peck, La Moda Theatre, Atascadero
L. M. Thomas, Avalon Theatre, Avalon

COLORADO

J. R. Wills, Eaton Theatre, Eaton

CONNECTICUT

Jack Post, Fishman Theatres, Inc., New Haven
Dan Zarrelli, Cameo Theatre, Watertown
Michael J. Carroll, American Theatre, Bridgeport
Walker Noble, Fine Arts Theatre, Westport
Pearce Parkhurst, State Theatre, Torrington

DELAWARE

Wallace C. Harding, Grand Theatre, Wilmington
Reese B. Harrington, Reese Theatre, Harrington

FLORIDA

Frank B. Sparrow, State Theatre, Cocoa
Hal Kopplin, Wometco Theatres, Miami
Malcolm Miller, Prince Theatre, Pahokee
Ben Berryman, Beacham Theatre, Orlando

GEORGIA

P. E. McCoy, Georgia Theatre, Athens
M. G. Lee, Lee Theatre, Cuthbert

INDIANA

J. E. Fowler, Orpheum Theatre, Elkhart
John M. Woytinek, Gayble Theatre, North Judson
Roy Hanson, Jefferson Theatre, Goshen
Peter Panagos, Indiana Theatre, Kokomo

IOWA

Martin Renner, Pastime Theatre, Laporte City
E. T. Landis, Princess Theatre, Monticello
Victor Schuelke, Vista Theatre, Storm Lake
Paul E. Anderson, Beaver Theatre, Des Moines

KANSAS

Cle Bratton, Ritz Theatre, Council Grove
C. S. Laird, Madison Theatre, Madison

KENTUCKY

John R. Freeland, Roxy Theatre, Franklin
S. Thomas, Kentucky Theatre, Whitesburg
Shelby McCallum, Benton Theatre, Benton

MARYLAND

Harold Grott, Met Theatre, Baltimore
U. Hollingsworth, Capitol Theatre, Capitol Heights
Robert T. Marhenke, Broadway Theatre, Baltimore
L. V. Collins, Canton Theatre, Canton
Walter Cohen, Leader Theatre, Baltimore
David Ginsburg, Boro Theatre, Bethesda

MASSACHUSETTS

Ray Smith, Amherst Theatre, Amherst
W. F. Brown, Park Theatre, Worcester
Norman T. Prager, Arcade Theatre, Springfield

MICHIGAN

Harry Hobolth, Deluxe Theatres, Imlay City

MINNESOTA

E. N. Olsen, Minnesota Amusement Co., Minneapolis

MISSISSIPPI

Burgess Waltmon, Varsity Theatre, Columbus

MISSOURI

Frank H. Gee, Missouri Theatre, Columbia
James Hayes, DeSoto Theatre, DeSoto
Ken Baird, Dickinson Theatre, Fayette

NEW YORK

Seth H. Field, 78 Oakland Ave., Gloversville
Milton Bundt, Garden Theatre, Richmond Hill, L. I.
Frank Boucher, Glove Theatre, Gloversville
H. W. Ficken, Greenport Theatre, Greenport, L. I.
S. C. Sunness, Jarvis Theatre, Binghamton
George A. Roberts, Kingsbridge Theatre, Bronx
Lee Levy, Carlton Theatre, New York City
Maurice Osterman, Shea's Theatre, Buffalo
T. G. Ehrsam, Huntington Sta. Theatres, Huntington Sta., L. I.
Ned Kornblite, Jr., Suburban Theatre, Binghamton
W. H. Applegate, Kingsway Theatre, Brooklyn

NEW JERSEY

W. A. Levee, Plaza Theatre, Bayonne
H. H. Lowenstein, Court Theatre, Newark
Charles P. Winkelmann, Palyhouse, Princeton
M. A. Ruscher, Plaza Theatre, Secaucus
F. M. Collins, Algonquin Theatre, Manasquan
Walter D. Fleck, Broad Theare, Newark
Gilbert McKeon, State Theatre, Paterson
Al Marks, Landis Theatre, Vineland

NEW MEXICO

Frank Maloof, Kiva Theatre, Las Vegas

NORTH CAROLINA

I. C. Holloway, Carolina Theatre, Lexington
Sam Hammond, Carolina Theatre, Kingston

OHIO

E. E. Bair, Strand Theatre, Defiance
S. V. Moorman, Columbia Theatre, Coldwater

OKLAHOMA

John Terry, Cozy & Gem Theatres, Tulsa
Joe Stribling, Lyric Theatre, Vinita

OREGON

M. H. Alger, Marius Theatre, Lakeview

PENNSYLVANIA

Bill Whyte, Walton Theatre, Philadelphia
S. J. Poppay, Rialto Theatre, York
Jesse C. Lund, Rialto Theatre, Aliquippa
E. J. Clifford, Band Box Theatre, Mifflinburg
C. S. Brown, Temple Theatre, Kane
G. J. Riester, Capitol Theatre, Shamokin

TENNESSEE

Walton Bonds, Milan Theatre, Milan

TEXAS

Jack Farr, Queen Theatre, Victoria
B. J. Edwards, Westex-Olney Theatres, Olney
George Buell, Varsity, Ft. Worth
Ben A. Dyer, Fitz Theatre, Columbus
Clayton Schmidt, Odeon Theatre, Mason
J. H. Roberts, Star Theatre, Hereford
Dwight Seymour, Kermit & Texas Theatres, Kermit
W. S. Samuel, Rex Theatre, Arp
Louis Littlefair, Grand Theatre, Stamford
Floyd Faubion, Long's Star Theatre, Teague

CANADA

Lloyd M. Mills, Centre Theatre, London, Ont.
Harland Rankin, Plaza Theatre, Tilbury, Ont.
S. J. Melzer, Premier Operating Co., Toronto, Ont.
H. C. Scheinman, Columbia Pictures, Toronto
Matt Park, Audien Theatre, Wetaskiwen, Alberta
Myron McLeod, Patricia Theatre, Powell River, B. C.



A Few Outstanding Programs From Exchange Members

Here are some of the more outstanding programs from among those received from all parts of the nation and London, England. At the top, left to right, are the publications of the Capitol and Majestic Theatres, Paragould, Ark.; Arcade Theatre, Springfield, Mass.; and the Capitol, Shamokin, Pa. Those illustrated at the bottom are, left to right, from the Gaumont Theatres, London; Met, Baltimore; and Shea Theatres, Buffalo. The CINEMAG *and* MOVIE GUIDE *are tabloid-type programs; the Met is printed by the offset process.*

Make Your Theatre Tops July 4 with Showmanship

Combine Coolness With Excellent Entertainment In Your Bid for Crowds

GO TO your local weather forecaster right now and see if he can determine what the weather will be on July 4. If he says it's going to rain cats and dogs all day, then you'll know your theatre has a chance to get the patronage of those who may have ventured out in the weather manufactured by Jupiter Pluvius. And even if he says the sun will shine all day, you still have a chance to hold your own if you plan now in that direction.

Rain or shine—who cares? Well, you might have cared years ago when you found it almost impossible to compete against fireworks and other outdoor amusements with your hot, stuffy house. But it's different today. With your comfortable, cool theatre and a good attraction, you can devise a means of making Independence Day a day of outstanding attendance.

Increase Prices on Holiday

A holiday generally means that you can increase your admission prices, and though the day's receipts as far as the number of patrons are concerned might fall off slightly with the exodus of residents to the sea shore, countryside and other vacation resorts, you still have a mighty good chance to come out on top in dollars and cents because of the admission increase.

While we realize that the attractions you'll book will have an important bearing on your patronage (we'll discuss this a little later on), we also are cognizant of something else which will count for just as much: your cooling system and the way you advertise it. Unless the summer of 1939 follows the freakish trend of 1816, the year in which there was no summer (remember?), you can count on it being hotter than blazes outside. A lot of folk will seek escape from the torrid temperature, and they'll head right for your theatre—the place they'll know will give them relief because they've read about it in the ads. And when we say relief, we mean relief from the heat. So, in all your advertising, which includes your programs, trailers, poster displays, newspaper ads, etc., let it be known that there isn't a cooler resort in your neck of the woods than your theatre. Be careful, however, that you don't concentrate too much on coolness and permit a mediocre attraction to rear its ugly head on your screen.

Fine Patriotic Shorts Available

Your policy will dictate whether you run one feature and short subjects, or two features. Because there will be some mighty fine patriotic short subjects available, we believe you'd be wise to arrange your program to include a high quality feature, plus a patriotic short subject, a good cartoon, perhaps a travelogue, or some other novelty reel, and the newsreel. By advertising the entire program, surely you will benefit just as much or perhaps more than you would if you ran two features, one of which may be mediocre.

As far as we can determine, here are a few of the patriotic shorts, any one of which you may be able to book for Independence Day if you get your request in at the proper exchange immediately: "Declaration of Independence" (Vitaphone); "Sons of Liberty" (Vitaphone); "Patriotic Songs" (a Community Sing released last year by Columbia); and "The March of Freedom," (now available from Universal). Two short subjects were released a couple of years ago which you may be able to book. They are MGM's "Servant of the People" and Vitaphone's "Give Me Liberty." Unless you have already played any or all of these short subjects, it would be wise to screen as many privately as possible, and then make your selection.

That noise you'll hear outside on July 4th will be firecrackers exploding. You can help suppress it by keeping your doors closed all day. Thus you'll keep out not only the pandemonium and undesirable odor of firecracker smoke, but the heat as well. In this connection you should appeal to old folk and mothers who fear for the safety of their children that the nerve-wracking noise of the Independence Day celebration needn't bother them if they attend your theatre, where they'll see an excellent program in cool and comfortable suroundings.

Find out what the authorities are doing. Perhaps they plan to recommend a Safe and Sane Fourth, a recommendation to which you can tie up in your newspaper ads by announcing that the safest and sanest way to spend the Fourth is in your theatre.

Flags and bunting appropriate to the occasion should be displayed on the outside of the theatre. The company from which you get your trailer service will probably be able to furnish you with a patriotic trailer. Write them today for details.

Sound Truck Street Ballyhoo

Don't pass up the people at the beaches or at other outdoor resorts. A sound truck with copy advertising your attraction should be driven around the resorts as much as possible. Have the announcer spiel something to the effect that after a few hours in the hot summer sun there's nothing so cool, refreshing and restful as a visit to your theatre.

If there is to be a fireworks celebration at night, be ingenious and arrange an electrically lighted sign near the scene of the celebration apprising the onlookers that they can still see a full show following the pyrotechnics display.

Bear in mind that only if your theatre is healthfully cool and comfortable and you are playing worthwhile attractions can you expect to lure people into your theatre on Independence Day. By adding a few of your own ideas to those we've given here, there's no reason why the Fourth shouldn't stack up as a good day as far as grosses are concerned.



The "Heights" of Exploitation

Here are the highlights of Lester Pollock's campaign on the Samuel Goldwyn-United Artists film, "Wuthering Heights" from a photographic standpoint. (Top) a department store window in conjunction with Vogue Hats; (Center) Manson News Agency trucks carried posters a week prior to playdate; (Bottom) One of the best downtown stove and refrigerator stores in Rochester, N. Y., devoted a window to a tieup on the film. Les is manager of Loew's Rochester—as though you who have seen his fine work didn't know!

"Idiot's Delight" Gets Off to Big Start Following Splendid Campaign

A campaign staged by Everett Callow, in charge of publicity and advertising for Stanley-Warner Theatres, and Stanley Benford, Manager of the Boyd Theatre, Philadelphia, Pa., prepared a splendid promotional campaign for the engagement of "Idiot's Delight" at the Boyd.

From the press department of legitimate theatres they obtained a mailing list of approximately 10,000 names, and post cards were sent to these people. A week in advance letters were sent to the Motion Picture Chairmen of three important women's organizations in and near the city.

For the "boy and girl" element, a tieup was effected with a baking company whereby 100,000 circulars were distributed, 3000 window streamers displayed in store windows and 150 trucks bannered.

With the cooperation of the United News Company and the Fawcett Publications 1,500 cards were placed on newsstands and in store windows, and the News Company's 60 trucks were bannered. The cards were furnished by Fawcett Publications.

So effective was the campaign that the film got off to an excellent start.

Trimble Theatre Prepares Giant Newspaper Herald on "Castles"

How a theatre in a medium-sized town can start the exploitation fireworks via the printing presses is exemplified in a smashing newspaper-sized throwaway put out for "The Story of Vernon and Irene Castle" by the Trimble Theatre, Mt. Sterling, Ky., one of the chain of houses operated by the Elliott-War Circuit, Lexington, Ky.

The Trimble Theatre News had all the earmarks of a big-city daily. From press-book stories and illustrations, a lively, eight-column four-page publication was made up for community distribution. The cost was carried by a series of three-column advertisements placed on the back page along with a pictorial theme story of the Astaire-Rogers show.

Money Dates STR

JULY

3rd

IDAHO ADMITTED TO THE UNION, 1890. Theatres in that state should observe the day as a gala occasion with flags flying, etc. In other words, they'll start celebrating Independence Day a day early.

4th

INDEPENDENCE DAY. See story on the opposite page for STR's suggestions on how to observe this occasion.

FIRST ROAD TEST OF AN AUTO, 1894. This would be a good time to make a tieup with a local automobile dealer for a parade, a giveaway of a car in your theatre or a ballyhoo with his cooperation.

7th

AIR MAIL SERVICE started New York to California, 1929. The tenth anniversary of this occasion is something to shout especially if you happen to be playing an airplane picture. A display of airmail stamps in the lobby would be a good bet, especially if you can get some of the older ones contributed by local philatelists.

8th

BLOODHOUNDS MADE LEGAL AGENTS, 1911. Use this angle on any mystery picture which has tracking dogs in it. It might also be a good bet to tie up this event to any short about dogs.

Seven Firms to Sponsor Toys and Novelties on "Gulliver's Travels"

With production well under way on its first feature-length Technicolor cartoon, Max Fleischer's forthcoming "Gulliver's Travels" at his new studios in Miami, Lou Diamond, head of Paramount's licensee department on this feature, announced the signing of contracts with seven leading organizations which will sponsor toys and novelties based on the characters to appear in this cartoon production.

Contracts have been closed with the following seven organizations: Saalfield Publishing Co. of Akron, O., for books; Sun Rubber Co. of Barberton, O., for rubber dolls; Ideal Novelty and Toy Co., on composition dolls, segmented dolls and toys both in wood and composition, cable dolls and also stuffed goods; American Miniature Co.; Norwich Knitting Co.; Cramer-Tobias-Mayer, Inc., advertising agency; and Ira G. Katz on children's hats. In addition to the above, manufacturers deals are now being negotiated by Harry Royster, assisting Diamond, with other toy and novelty organizations.

"Gulliver's Travels", a screen adaptation of the famous Jonathan Swift story, is scheduled for release during the Christmas holidays.

Martin Has Classics Played On Piano in Lobby to Sell "Sonata"

What he described as creating a great deal of "ripe" attention was a lobby stunt effected by Dave Martin when he was manager of the Fox Bruin Theatre in Los Angeles. Martin is now at the Paramount in Hollywood.

The stunt consisted of having a piano in the lobby, with Dave's assistant, Al Libby, evidently "tickling the ivories" with classical selections. The piano, of bleached walnut, and the lamps sitting on top of it, were promoted gratis, even to the hauling. Two 250-watt spotlights with blue gelatin provided illumination.

And we almost forgot to provide readers with the name of the film on which this stunt was used. It was "Moonlight Sonata" in which Ignace Jan Paderewski has the featured role.

Include Beauty Pageant In Your Summer Selling

THIS summer beauty contests will be staged in all parts of the nation. Some of them will be state events, others national and still others international. Leading up to these, however, will be numerous local pageants for selections of the towns' most beautiful girls.

We can assure you that the big contests, such as the Atlantic City Bathing Beauty Pageant, will be elaborate and never-to-be-forgotten affairs. In all probability you will be informed from different sources of other pageants to which you can send local beauty winners. Arrangements will be made to take care of these girls, to see that they are properly chaperoned, and above all, to see that they are accorded such a good time that even the losers will be glad for the opportunity they had of participating.

What concerns you most of all, however, is your own local elimination contest. To insure the success of a beauty pageant, you must have the newspaper as a co-sponsor. Only in this way can you get the publicity which is so essential to the affair's success. And, of course, you'll have to tie up with merchants for prizes. Your judges must be men and women prominent in civic affairs, so that prestige will be added.

Stories announcing your beauty pageant should run three or four weeks before it starts, and continuously thereafter until it is completely over. These stories can be built up from day to day by listing additional prizes, featuring photographs of the entrants, etc. When it gets under way, there'll be no difficulty in finding feature story material.

Arrange for spot announcements over your local radio station. Cooperating merchants should give over windows to elaborate displays of the prizes, together with photographs of the entrants. Besides the newspaper stories and announcements, heralds should be made up for distribution to girls in stores, office buildings and factories. A trailer should be screened every day for several weeks in advance.

When the finalists have been selected, get the merchants to tie in on cooperative newspaper ads in which prizes and photos are featured. Get a truck out on the streets to ballyhoo the event. Make up window cards and posters and see that they are prominently posted around town and in surrounding communities. In exchange for a flash announcement on the screen or a card in the lobby, you can probably get a local photographer to take pictures of the entrants free of charge. The photographer might even contribute one of the prizes in exchange for the extra business he'll get.

Lists of prizes, photographs of entrants and other details of the contest should be prominently displayed in your lobby.

Banquet for Winner

The winning beauty and her maid of honor (the runner-up) should be tendered a banquet by one of the civic clubs. Or, you can make it a city-wide affair with all civic clubs sending representatives. We pause for a moment here to remind you that the judging of all contestants, up to the selection of the winner, should be held on your stage. Let's say there are forty girls entered. At the first judging, ten are eliminated; next week, ten more are out, etc. On the last week, only ten girls remain, one of which will become Miss (name of your city).

Let the winner be feted at parties and banquets, such as the one described in the preceding paragraph. Have photos taken of her at various functions, of her visiting department stores and being fitted for costumes she has won as prizes for her selection. If you send her as your town's representative to a state or national beauty contest, give her a rousing send-off at the station by having a band present, city officials on hand, photographers clicking away, etc.

Whether or not you send the winner of your beauty pageant to a national contest is entirely up to you; the important thing is that a local beauty contest stimulates business, builds up goodwill. It's a great summer tonic for your theatre and for your community. Why not plan to stage one this summer?



You Can Promote Newspaper and Merchant Cooperation

Here are some excellent examples of newspaper and merchant cooperation in staging a local beauty pageant. Culled from tear-sheets of a contest in Wilmington, Del., a few seasons back as put on by Arthur A. Cohn, then manager of the Star Theatre, they give you a good hint as to just what you can do. At the left is a feature story and photos showing the beauty queen leaving the theatre and receiving the scroll officially declaring her victory. In the center is a cooperative ad, while at the right is a front-page photo taken after the victor has been crowned by her maid of honor.



Be Gay and Romantic In Selling Laugh Hit

An SHR Showmanalysis
(REG. U. S. PAT. OFF.)

UNLESS the weather man stages one of his unseasonal pranks and turns this and the next couple of months into chilly, frosty days for most of us—unless, we warn, the weather man does this, you can bet your trip to the World's Fair it's going to be mighty warm. Right now you may have doffed your coat, or you may be all decked out in a new tropical suit.

What, pray tell us, you may ask, has this to do with a Showmanalysis? Well, our answer is that the weather has a lot to do with it. At least that's our opinion, and let's see if you don't agree with us. Now suppose the weather was colder than the inside of an electric refrigerator. In that case, "Bridal Suite" would, of course, be an attraction you could sell, and undoubtedly you would do good business on it.

But—suppose it is bright, clear, and warm outside. Your house is delightfully cool, this fact having been impressed on the public by means of strong summer selling. And suppose it is June (which it is, by the way) when thoughts of young folk turn to romance—the month of weddings. If you have a gay, laughter-filled romance entitled "Bridal Suite" and co-starring Annabella and Robert Young, it's our opinion you have the perfect exploitation picture for June, or for the other summer months, too.

That's why we were so concerned with the weather. And now that that element has been surmounted, we'll get down to business about the selling angles on "Bridal Suite." Annabella, of course, will be an excellent drawing card because of the publicity attending her recent marriage to a handsome star whose name you probably already know if you keep up on the news. And since she is teamed with Robert Young, who, himself is a favorite of millions everywhere, there's every indication that this film, with the benefit of a strong selling campaign, will bring extra patronage to your box office.

On this page you'll see three examples of teaser advertising, the mats of which can be obtained at your nearest MGM exchange. If you have an artist who can make additional sketches, you might prepare more teasers. Again, you might pick up catchlines from the regular press book ads as well as from the suggested lines in the publicity section. To these add sketches, or cuts of Annabella and Robert Young, and you have just the right kind of teasers to get the public interested in "Bridal Suite."

Because there is a large selection of stills available, and because many of the posters are well suited for cutout purposes, it should be easy for your artist or advertising man to prepare an attractive and intriguing advance lobby display. You might place it upstairs in the lounge about two weeks before the picture opens; then the week before bring it downstairs to the lobby or foyer, and during the film's engagement have it on display outside.

Let's Concentrate on Tieups

It's going to be fun arranging tieups, because they'll be plentiful. You'll be able to think up several good gags, too. But first, let's concentrate on tieups.

Who would dare think of showing "Bridal Suite" without at least tieing up with a furniture store for a special window display and a cooperative newspaper ad? Not to take advantage of this salient selling angle would be like serving turkey on Thanksgiving without giblet gravy or cranberry sauce. Everything for the newlyweds' home in the line of furniture would more than fill the largest window your local furniture dealer has, and with added stills and copy plugging your showing—well, we venture to say more people would be window shopping than is ordinarily the case.

But the tieup doesn't end there. You could extend it to other stores. Whereas furniture is exhibited by one, another might exhibit silverware, another clocks, another kitchen utensils, another curtains and draperies, etc. These could be added to the display, with cards giving proper credit to cooperating merchants. Or each merchant could arrange his own display. Perhaps some of the exploitation stills illustrated in this Showmanalysis (for additional stills see the press book exploitation section) could be used appropriately.

Want to attract still more attention to it? All right. When you have lined up your merchants for the display on what furnishings newlyweds should have in their bridal suite, arrange for a single or double-truck cooperative ad in the newspaper. First, being sure that no prices are advertised, let the public guess just how much it would cost to furnish a bridal suite. It would be required that a contest entrant submit the cooperative page or pages, with his guess about the cost of each item marked in the ad which features that item. Incidentally, it might be well to mention here that each merchant either feature only one item, or combine several into one unit.

Furthermore, as an aid to contestants, and of course to get people to visit the various stores, you might suggest that they drop in and inspect the merchandise before they venture a guess as to its cost. After guesses have been made on the individual items, the contestant must then place the total figures in a space provided for that purpose. Entries should then be submitted either to you, to the newspaper office, or to any one of the of the exploitation stills illustrated in this

Here Are Your Cast and Credits

Luise Anzengruber ....ANNABELLA
Neill McGill .....ROBERT YOUNG
Doctor Grauer .....Walter Connolly
Sir Horace Bragdon ...Reginald Owen
Cornelius McGill .....Gene Lockhart
Lord Helfer .....Arthur Treacher
Mrs. McGill .....Billie Burke
Abbie Bragdon .....Virginia Field
Maxl .....Felix Bressart

A METRO-GOLDWYN-MAYER PICTURE

Produced by EDGAR SELWYN. *Directed by* WILLIAM THIELE. *Incidental Music by* ARTHUR GUTMANN. *Screenplay by* SAMUEL HOFFENSTEIN. *Story by* GOTTFRIED REINHARDT *and* VIRGINIA FAULKNER.



Use Wacky Teaser Ads

The screwball teaser ads illustrated above are based on the scenes in the film in which Annabella makes a Swiss confection known as Nusspusserl. You can work up silly teasers along the same lines on another angle. The title is perfect.

participating stores. To be a winner, one would have to get correct or nearest correct the total cost of all the items, besides getting correct or nearest figures on individual items. However, the rules regarding the awarding of prizes could be worked out among the merchants, newspapers, and yourself.

If you decide to work on the contest angle, it would be best to arrange displays in the windows of participating merchants, rather than have one large display in one window with credit cards.

For a couple of extra passes, you can get your society editor to keep you informed of all approaching engagements and marriages. When you have the names and addresses of those about to take "the big step," send announcements of your showing of "Bridal Suite." The cards should be printed in the manner of wedding announcements. A suggestion as to how the card should be printed and the style of type to be used will be found in the exploitation section of the press book. Your printer will advise you, too.

Will Key Fit the "Door"?

We like the idea of a "bridal door" in the lobby, with fans invited to try to open the door to the "Bridal Suite." Keys, which are passed out either by the cashier or the doorman, may be obtained from the Economy Printing Co., 225 W. 39th St., N. Y. C. As a deviation from having the display in the lobby, hotels might tie up with you whereby two, three or more displays would be placed in the lobbies of as many hotels as are operating in your community. Patrons receiving keys would have to try them out on the "doors" at the different hostelries. Setpieces plugging the film could be on display in each lobby, too. Whichever way you do it, it's still a swell stunt. The main thing is to take advantage of it.

If city ordinances will permit, have a stencil made of an arrow with the words, "This Way to the 'Bridal Suite'." With a brush and whitewash or paint that will soon wear off (but not too soon) the stencil can be placed on the sidewalk and the brush swished across it. When the stencil is removed, you have the sign pointing in the direction of your theatre. Should officials forbid you to do this, perhaps they will permit you to make up your own arrows on thin cardboard stock. Arrows already imprinted, except for your theatre imprint, can also be obtained from the company furnishing you the keys described in the preceding paragraph.

One suggestion for street ballyhoo is to have a young man rigged out in regulation bell-hop attire and carrying flowers and a traveling bag on which your announcement is imprinted, walk around the business district. He could appear in stores, ride the buses, trolleys, etc. A large card giving credit to the florist could be attached to the flowers, something like this, for example: "Flowers to my sweetheart from her best boy friend and her favorite florist—Blank Flower Shop."

Humorous Street Ballyhoo

Another street ballyhoo that should attract lots of attention would consist of a black limousine with a chauffeur and a couple who apparently are "just married." Old shoes and tin cans could be dragging from the rear of the car. On each side there could be a card with this copy: "Just Married—We're On Our Way to the 'Bridal Suite' at the Blank Theatre."

Invite couples who plan to be married during the engagement of "Bridal Suite" to be your guests at any of the performances. Immediately after a wedding, a couple could be swished (is that the proper word?—no, whisked is the word) to your theatre to see the show before embarking on their honeymoon. Plans should be known in advance so that photographers and others interested could be on hand in front of the theatre when the newlyweds pull up. The suggestion in the press book that you invite occupants of bridal suites to be your guests is also an excellent one, perhaps even more appropriate than what we have suggested here if you have good hotels in your town. The same method, that of whisking them to the theatre, etc., could be used.

You should tie up with a store selling luggage. Our idea of an attractive display would be to have several different types of hand luggage placed in a line across the front of the window. Attached to each piece could be a cut-out letter from the title, so that the word "Bridal Suite" would be formed when the pieces are placed properly alongside each other. To add further to the display, other types of luggage could be displayed behind those already mentioned, along with a blowup of the tieup still and other stills from the picture.

Nosegays of flowers could be presented to feminine patrons at matinee performances of the picture, with "compliments of Annabella and Robert Young" and the flower shop providing the nosegays. This means a chance for a display in the florist's window.

Some Ideas For the Front

Enliven your front. Die-cut wedding "bells" with the title of the film imprinted on each could be suspended from the marquee. You might use the young man we suggested for street ballyhoo, in between trips around town, to stand in front of the theatre with his flowers and travelling bag and "bark" for the picture. He might say, "Paging you and you and you to step right up and see the greatest laugh avalanche that ever knocked a quartet of comedy stars loose from their yodeling complexes, etc." Make cutouts from the posters and place them in convenient spots on the sidewalk, in front of regular display frames, and on top of the marquee. Combined heads of Annabella and Robert Young should be prominently in view.

In its advertising, the Capitol, New York, used this selling copy beside a head of Annabella: "Annabella Gets Her Fella—No Wonder Annabella glows like a girl in love! While making this picture her real life romance reached its happy climax." You can use this line in your ads and as a caption for a scene cut of Annabella on the amusement page.

Well, it looks like this is where we came in, so we'll have to bring this Showmanalysis to a close. Our advice to you is that, since "Bridal Suite" is so exploitable, and since it is being released right at the time when weddings are most popular, it is up to you to get as much extra business as possible by thoroughly exploiting it.



See What This Ad Sells

Comedy, romance, plus two popular favorites are important selling angles in the above layout. The copy and illustrations are sprightly and gay, just what you need to get your patrons in a movie-going mood. The other ads are just as effective.



Making Tieups Is Backbone of Your Exploitation

Making tieups is the backbone of good exploitation, and you can certainly go far in that direction with all the stills MGM has made available for you. Here are only six of them, but they serve to illustrate the possibilities. Reading from left to right the stills are for drug stores, kodak shops, men's stores, luggage shops, women's shops, and recreation centers or sporting goods stores. Merchants will be glad to go along with you, especially when you show them photos like those illustrated here.



Star Poses with Exhibitors

Jeanette MacDonald paused in Indiana during a recent concert tour to have her picture taken with several exhibitors. Left to right are Guy Hammit of Crawfordsville, Harry Frederickson of Lafayette, Miss MacDonald and Arthur Clark of Bloomington. During her tour Miss MacDonald helped mightily to build grosses for her latest MGM picture, "Broadway Serenade."

"Dark Victory" Receives Big Campaign In Buffalo For Engagement at Shea's Theatre

A series of effective tieups coupled with an extensive advertising and publicity campaign succeeded in giving "Dark Victory" a tremendous start at the Buffalo Theatre, Buffalo, N. Y., resulting in big business for its engagement.

First gun of the campaign was fired when 2,000 invitation-type calling cards were placed strategically in hotel rooms and hotel mail boxes throughout the city. The distribution was concentrated on the four most prominent hotels. To a selected mailing list of prominent social and civic leaders, the manager of Shea's sent out 1,000 postal cards, endorsing the film, and urging them to attend its showing at the theatre. Added to this was the distribution of 3,000 colored heralds, which were used by the house for the first time in a year with excellent results. The heralds were distributed on a house-to-house basis.

The theatre tied in with various merchants in town giving the film widespread coverage in the way of displays and giveaways. The local Beck Shoe store was prevailed upon to imprint 3,000 paper bags with theatre and picture copy, using the bags to wrap all merchandise for several days in advance of opening. The Mayflower Doughnut store, located at the most important corner in Buffalo gave the film a large window display, using stills and copy on the picture. This display was placed over the doughnut machine in the window which normally attracts a huge crowd.

Kresge's store used a 40x80 announcement card tying it in with a display of Westmore cosmetics. They also imprinted paper bags with theatre copy, using them for their customer's purchases. The Grant Store used a one sheet with copy announcing their gifts for Mother's Day. Through a hosiery store tieup, 2,500 giveaway heralds were distributed throughout the city.

For the first time in Buffalo, the Buffalo Transportation company allowed a theatre to place placards on bus windshields.

The Shea Theatres *Movie Guide* which usually devotes the front cover of the magazine to several pictures, devoted the entire page to "Dark Victory". Six thousand of these were distributed. Fifteen twenty-four sheets were also posted throughout the city.

Buffalo's leading periodical and magazine distribution company placed large placards on the sides of their fourteen trucks, tying in the cover of *Silver Screen* magazine, which bore a picture of Bette Davis, with theatre copy. The theatre distributed 2,500 8-10 photos of Bette Davis and George Brent to employees of department stores.

A five-day classified ad contest in the *Buffalo Times* was good for loads of free advertising with a two-column by eight ad every day including an ad mat. A five day film quiz contest was placed in the local Polish language paper.

Hongerer's, the largest store in Buffalo, used a quarter page ad on the Irwin Furniture national tieup on the film, and also used display material throughout the store.

Five hundred active officers of the Buffalo women's clubs were addressed at a luncheon at the Statler Hotel and urged to tell their constituents about the picture. Theatre lobby displays were used with New York reviews of the picture, and a large advertising campaign helped bally the picture. Large picture and publicity breaks were secured in all the local papers.

Good Tieup on "Huckleberry"

Here's how the Bohack stores in Brooklyn, Queens and Long Island tied in on "Huckleberry Finn." Wrapped in each loaf of bread was part of a still reproduction of Mickey Rooney. When bread consumers secured the 6 parts necessary to complete the picture, they took them to their nearest Loew theatre and received a guest ticket. The cooperating stores used window streamers, door signs and paper pennants announcing the contest.

Boucher Circularizes Music Lovers, Teachers

When Frank Boucher found he had the good fortune to obtain a playdate on Universal's "Three Smart Girls Grow Up", he went right to work to sell this attraction to his patrons. Frank now runs the Glove Theatre in Gloversville, New York, a town where response to an exploitation stunt is easy to see.

First Frank got up a mimeographed postal card which he addressed to every teacher in every school in the city and to teachers of music, dancing, etc. Since the playdate was at Easter time his copy started off like this: "Would you like to solve your Easter social obligations for your students with a nice theatre party at a show that has been arranged just for that joyous holiday?" Then followed copy about the show (Frank doesn't neglect his shorts selling either) with the theatre's phone number appended so that teachers wishing to bring large groups could make special arrangements for reduced rates and reserved seats.

Another stunt was a letter sent to all the music lovers in town. Frank doesn't say just how he got the list of music lovers but we surmise that he was wise enough to obtain these lists from music teachers, from music stores' lists of customers and so on. These letters stressed the musical appeal of Deanna Durbin's picture in which she sang four songs. They started off in this way: "Your name has been given us as one who appreciates the best in screen entertainment and among those who are very much interested in music". It's a swell way to begin a letter and the copy throughout was equally appealing.

Congratulations, Frank, on a swell campaign. We'd like to hear some of your activities in the Glove.

Patriotism Key of Vital Campaign Week in Fox West Coast Houses

As part of the Spyros Skouras Showmanship campaign now in progress among Fox West Coast theatres, the week of May 28 has been designated as American Week.

Since the idea dovetails with Memorial Day, managers have been urged to take the cue and shape and re-shape their campaign plans to make the most of this auspicious date. They have been urged to make the dedication of the American Flag one of the most important points of their plans. A flag has been furnished every theatre.

Further than this, they are also to schedule showings of patriotic short subjects, special morning and afternoon shows, special theatre parties and special nights catering to such organizations as the American Legion, Daughters of the American Revolution, Veterans of Foreign Wars, the R.O.T.C., Boy and Girl Scouts of America, and other patriotic organization including the Gold Star Mothers.

Why not follow the example of Fox West Coast theatres and inaugurate an Americanism Week in your own theatre? It pays big dividends and will make your house "the place to go."

"Park's" Message to Patrons

Hailing it as "an important event," and stating that "without hesitation, Frank Capra, master picture-maker, has made of it his crowning achievement," Pearce Parkhurst, manager of the State Theatre, Torrington, Conn., sent personal messages to local residents emphasizing the entertainment qualities of "You Can't Take It With You." We have an idea that the messages were also distributed to patrons leaving the theatre, although "Park" gave no details. Anyway, it's good stuff.



FRANKLYN WARNER, Executive Producer

Current Releases

"FRONTIER SCOUT"

"SHADOWS OVER SHANGHAI"

"CIPHER BUREAU"

"LONG SHOT"

"PANAMA PATROL"

"ISLAND OF DESTINY"
(tentative title)

HOLLYWOOD CALIFORNIA

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

Try a Change of Program With Quality Short Reels

A Meritorious Feature Enlivened by Featurets Should Be Given Tryout

A MAJORITY of exhibitors have, through the winter, run double features week in and week out. Few have played single features exclusively or divided their playing time with singles and doubles. Yet, if you'd like to get some public reaction to single bills, or if you'd like to see what can be done to wean the folk away from dual programs, why not try an experiment this summer?

You'll probably shy away from the idea. You'll say, "Why should I try it? I know my patrons won't go for anything other than two features. It's quantity they want, not quality. No. sir, I'll stick to doubles." Well, you evidently know your business, and if you're in that frame of mind, it's going to be tough for us to make any suggestions. If, on the other hand, you believe doing something different once in a while or trying out new experiments is the only way a wise showman can determine his public's ever-changing tastes, then perhaps you'll lend us an ear.

Biggest Films First of Week

We are not advocating complete abolition of dual bills. You're probably too well sold on them to comply wholeheartedly to such a suggestion. But let's say you have three changes a week—Sunday through Tuesday, Wednesday and Thursday, Friday and Saturday. Therefore you begin a new show on Sunday, Wednesday and Friday. In most situations, the first part of the week is when the biggest films are booked, while action films, westerns, etc., make up the bookings for the balance of the week.

It seems to us, then, that your Sunday booking should consist of an "A" picture and a diversified selection of short subjects. Playing the picture alone adds to its prestige; makes it seem even more outstanding and meritorious than it might really be. By giving it more space in your advertising, and by carefully selecting your short subjects and advertising them, it stands to reason that you'll be raising the entertainment standard of your program. For the rest of the week, where you have "B" films, pair them together, if you wish.

A Typical Situation

The writer knows of a typical situation. In this town, there were two first-run houses. Both ran single features. Suddenly, one switched to doubles. Meanwhile, the other went serenely on its way with singles. For a while, the dual-bill house attracted extra patronage, while the other house saw a decline in business. After holding out for a long-time, the single-bill house reluctantly decided to go double. Under the new policy, business picked up a little, and then, seemingly, for no apparent reason, it fell down even more than when the house was running singles. Patrons began complaining. They didn't want to sit through two features; they'd rather see one good picture and shorts. So the house returned to singles. And to this day, while the other house drifts along with "two big hits" programs, this one runs singles exclusively, and is the town's leading theatre.

Here, evidently, the patrons wanted to see only one feature to a program in their favorite theatre. The manager could easily have refrained from experimenting with doubles, but he wanted to be certain he was giving the public what it wanted. He found later that the decline in business that followed the inauguration of doubles in the opposition was nothing more than a temporary reaction. He was glad, however, that he had tried doubles. Before, he wasn't sure; now he knew.

Giving the Public a Change

This story might apply to you. All houses may be playing doubles. If you deviate from this policy, even for only a couple of days a week, you'll be giving the public a change in film fare.

As we said before, however, you must run only a first class feature alone; a secondary film will not do. And your short subjects must be of the highest quality. Choose them just as carefully and with an eye to box office values as you would your feature. To help you, we are listing herewith some examples of wise booking of short subjects, with the type of feature to be considered:

With a heavy, dramatic feature, book a cartoon, a musical subject or comedy, perhaps a travelogue, and the newsreel. So long as it tends to be light and humorous, almost any combination of short reels is possible.

With a feature-length comedy, go in for shorts of topical interest, such as the March of Time (RKO), the Crime Doesn't Pay series (MGM), True Adventures (Vita.) etc. A good sports subject, or one of the reels revealing strange oddities, could round out the bill. Cartoons, of course, can fit in well on practically any kind of program, regardless of the type feature being exhibited.

If you're playing a musical, our best advice to you is to avoid orchestra reels or any other subject which has a maximum of music featured. Otherwise, travelogues, cartoons, dramatic subjects, topical reels and perhaps comedies will suffice to give you a well-balanced program.

Chance to Play Up Shorts

Trying singles will give you a chance to play up those shorts that are now up on the shelf. In addition, you'll be able to see for yourself just how much the one and two-reelers have improved in quality within the past couple of years. There may be a few bad ones here and there, but take it from us, the good far outrank the poor. Look in the "First Run Short Product" box in STR every week to see what subjects are considered important by the operators of first-run theatres in key centers like New York and Chicago. Look through the short subject guide in the back of the book and study the different classifications. Take the guide with you when you go to the exchange to do your booking.

Nothing attempted is nothing gained. You may make the experiment, and fail. Then again, you may try it and be surprised at the increase in box office receipts. In either case, you could never have been reasonably sure if you hadn't tried.



Headin' For Hollywood

Boarding a California-bound American Airlines plane at Dallas, Texas, and apparently a bit enthusiastic about the whole thing, is Tommy Howell, manager of Interstate's Bison Theatre. As first prize winner in the short subjects exploitation contest conducted by MGM's shorts department, Manager Howell will spend seven days in the film capital as the guest of MGM.

"Prophet Without Honor" Has Good Sales Angles

When you play "Prophet Without Honor", an MGM short subject directed by Felix Feist, you should seek the cooperation of local units of the Navy or Naval Reserve, inasmuch as the film is a tribute to Matthew Fontaine Maury, once an officer of the United States Navy. Perhaps you can persuade them to supply a guard of honor to deliver your film from the local airport or railway express depot. Get a detachment to officially open your engagement with a rifle or bugle salute in front of your theatre.

As an official tribute to the memory of Matthew Fontaine Maury, have the Mayor and other city officials attend the first showing of "Prophet Without Honor". Maury was a Virginian, which means that a local representative of his native state can be included in the group. If there are local alumni of the Virginia Military Institute, where Maury, in his later years was a member of the faculty, invite them also.

On the campus of New York University, Maury occupies a place in the Hall of Fame. With the cooperation of the newspapers, you could conduct a contest in which readers are to select the ten men who they believe should have places in the Hall of Fame. Theatre tickets could be awarded for the list considered best in the opinion of the judges.

Seek tieups with your public schools and with local libraries, for there is definite educational value in the screen study of the life of Matthew Fontaine Maury.

"Marine Circus" Offers Several Good Tieups

Pete Smith's "Marine Circus" offers several opportunities for out of the ordinary stunts. It's the kind of short worthy of exploitation, too, so try to adapt some of these ideas to your local situation for better business when you play this subject.

The subject has a considerable value as educational material, since it shows species of fish which have seldom been photographed before. Ask teachers in biology classes in the local schools to announce the showing to their students and if possible, promote an essay contest based on the subject. The educational value of the subject can also be used to obtain tieups with the public library which could cooperate with you in the interests of its many volumes on ichthyology.

For a ballyhoo, have a man attired in a deep sea diver's outfit walk through the streets bearing signs reading, "See what's in the sea"—with the name of the subject and playdates.

A lobby display can be arranged by having a local aquarium or pet shop furnish you with a large fish bowl stocked with various types of fish. You could offer prizes to whoever correctly identified all the different types. The same idea can be used as a window tieup with a local pet shop.

Sound Truck Plays "Ferdinand" Records in Floyd's Big Campaign

A sound truck playing "Ferdinand the Bull" records, ten store tie-ups on main street and radio hook-ins featured the elaborate campaign on "Ferdinand the Bull" engineered by Manager Joe Floyd of the Granada Theatre, Sioux Falls, S. D.

Starting with a strong advance newspaper campaign, Floyd plugged all three recordings on stations KSOO-NBC and KELO-NBC. The Dime Store, Floral Company and a gas company were among the store tie-ins. The theatre art shop turned out numerous bulls for theatre-front and window display and for the sound truck, these running from four feet to fifteen feet high. The truck used the "Ferdinand" records.

Floyd's campaign includes specially-made 24 sheets using three-fourths of the board for theatre-prepared copy and the remainder of the space given over to a six-sheet.

Attaboy, Joe, that's the way to put over a short. Take heed, showmen.



Contest Winner Sees Sights

Loretta Palmer, winner of the Warner-Vitaphone Philadelphia Talent Contest conducted by the PHILADELPHIA DAILY NEWS, *is shown here in her suite at the Hotel Piccadilly. She came to New York to take part in a Vitaphone short subject. Pointing out typical Manhattan sights to her is Roy Moulton, manager of the Piccadilly, while Mrs. Palmer, Loretta's mother, also enjoys the view.*



Ferdinand's Shadow Box

The new Newsreel Theatre in Radio City gives its short subjects some spectacular displays and here is one for Walt Disney's "Ferdinand the Bull". He ogles his languid eyes from a shadow box effect poster.

Timely Selling Hints On "While America Sleeps"

Hailed as the short subject of the month in April, there is still enough widespread interest in the sensational espionage activities reported in the daily press to make your showing of "While America Sleeps", one of the Crime Does Not Pay series, an event of importance. It is a subject with a timely and vital message for every American, and it merits attention in your newspaper ads and in all other phases of your promotional activity.

Get your newspaper editors to attend an advance screening, since the film offers fertile material for editorial writers. Even though they may have written about the spy situation before, this subject gives them additional material for discussion.

An advance screening should also be arranged for officials of the American Legion, Boy Scouts, D.A.R., etc. Seek their cooperation in announcing your showing over the local radio station, in public schools, and to their memberships.

For a newspaper story of great local interest, also invite to the preview representatives of the Regular Army and the National Guard and any manufacturers who may supply any kind of military materials to the Government. A reporter could obtain their comments.

The bands and bugle corps of patriotic organizations could participate in a parade to plug the film.

Akin's Golf Short Campaign

A campaign worthy of a feature was put on by Wally Akin in Abilene, Texas, for the golf short "Shooting for Par". First of all a tieup with the local country club resulted in cards plugging the subject being handed to every golfer. Window displays were arranged in all local sporting goods stores and a special setpiece and golf bag display was placed in the lobby in advance of the playdate. To cap the climax, Akin arranged a miniature putting green right in the theatre lobby where there was plenty of action and excitement all of which helped enormously to sell the short.

Utilize Travel Reels in "Around the World" Show

Many theatres at various intervals have a cartoon show at which seven or eight of the year's outstanding animated subjects are presented to the children at a special matinee.

Why couldn't a similar procedure be followed regarding the travel reels? While we realize there may not be strong interest in these as far as the kiddies are concerned, we do believe that junior and high school students would find much in such shows to improve their knowledge and help them in their studies.

Then, too, there are the inmates of Orphans Homes and other institutions who seldom, if ever, get to know much of the world about them. What an excellent goodwill gesture it would be on your part to present an "Around the World" show for them some morning. For that matter, older inmates could also be invited. Students, of course, could be charged a nominal admission fee, but young and old inmates could be the guests of your newspaper or a local travel agency. Much extra publicity helpful to your theatre could easily result from such an undertaking.

Looking over the list of releases, we find the following series available: Columbia—Columbia Tours; Metro-Goldwyn-Mayer—Fitzpatrick Traveltalks; Paramount—Color Cruises; 20th Century-Fox—Magic Carpet of Movietone; United Artists—World Windows; Universal—Going Places; Vitaphone—Color Parades; States Rights — Screen Travelers.

Because so many travel subjects are available, this stunt should be a comparatively easy one. Try it, and if the first "Around the World" matinee goes over big, which it certainly should provided you give it the proper advertising and exploitation, you will be eager to arrange many more for future dates.

An Exploitable Short

The California Bankers Association intends to circularize its 1250 members in the State on the advisability of tieing in with theatres playing "Money to Loan," a Crime Does Not Pay subject. This expose of the loan shark evil has plenty of selling possibilities for smart showmen.



DeHaven Sells Featurettes

Believing that many featurettes can outsell the feature, A. Milo DeHaven, managing director of the Ambassador, Belmont and Woodward-Grand theatres in Highland Park, Mich., has placed six billboards, like the above, on current and coming short subjects in strategic spots around town. He also arranged a window display on washing machines in conjunction with MGM's short subject, "Men of Steel." Who says it doesn't pay to sell short subjects? Here's evidence that it does.

IN THE SHORT SHOPS

United Artists

At the moment, a film unit is making a 20,000 mile motor tour across India to photograph material for another of the "World Window" subjects. The expedition is led by Count and Countess Keller, who have with them Hans Nieter as director; John Hanau, production chief; Jack Cardiff, the Technicolor cameraman, and crew of other technicians.

Vitaphone

"Monroe Doctrine," historical featuret, has been scheduled to begin shooting on June 15. Crane Wilbur will probably direct under the supervision of Gordon Hollingshead.

RKO

Camera work has been completed on Pathe's Reelism featuring the Arthur Murray dancers, which has been tentatively titled "Swinguet." It will be released to theatres early in June.

MGM

Robert Benchley has a new director, Basil Wrangell, selected to succeed Roy Rowland, director of Benchley's last fourteen one-reelers, the most recent of which was "How To Eat." Jack Chertok, producer of shorts, has rewarded Rowland with his first two-reeler, the next Crime Does Not Pay featurette. Wrangell has been supervising film editor of short subjects and director of John Nesbitt's Passing Parade one-reelers. His first short with Benchley, still untitled, will deal with the treatment of bee stings.

"He Could Take It," digest of the life of Abraham Lincoln between the ages of 20 and 52, will be the subject of a new Carey Wilson miniature soon to go into production. Based on little known incidents in the life of Lincoln, the short subject will lead the field of Lincoln material scheduled to emanate from Hollywood during the next few months. The series of misfortunes that branded the Civil War President an utter failure until he was past 50, were compiled by Arno Reincke and were published in *The Readers' Digest.* Jack Chertok will produce.

Alaska will be the subject of James A. FitzPatrick's latest Traveltalk. The one-reeler, to be filmed in Technicolor, will be made in keeping with FitzPatrick's new Americanization series of travel films and will be released in next season's output. The noted commentator leaves this week for Alaska, accompanied by his crew.

The successful treatment of previous shorts depicting dramatic episodes in medical history won for Fred Zinneman the directorial task of the latest in John Nesbitt's Passing Parade series, "One Against the World." Among his one-reelers are "That Mothers Might Live," the story of Dr. Ignacz Semmelweis' discovery that childbed fever was an infection and "We Live Again," the story of the discovery of insulin as an aid to diabetics.

Columbia

Del Lord, veteran contract director of Columbia comedies, recently returned from a six weeks' cruise to Tahiti and immediately began preparations for his next assignment, a Three Stooges comedy. The Stooges—Howard, Fine and Howard—are now in the British Isles, fulfilling six weeks of personal appearances. Upon the completion of the engagement in Dublin, the trio will sail for New York and return direct to Hollywood.

Glendale or Inglewood, both close to Hollywood, will be the scene of the preview of Buster Keaton's latest Columbia short comedy, recently completed. As yet untitled, the film has a Civil War background and was produced and directed by Jules White. Jill Martin is the frozen-faced comic's leading lady and Monte Collins, Bud Jamison, Ned Glass and Lynton Brent head the supporting cast.

. . NEWSREEL SYNOPSES . .

(Released Saturday, June 3)

PARAMOUNT (No. 87)—U. S. Czechs open "orphan" exhibit; Annapolis midshipmen on parade; Paderewski sails for Europe; Panda performs in London; Big cities suffer heat wave; British Royalty visit Calgary and Banff; Fatal crash mars 500-mile race.

MOVIETONE (Vol. 21, No. 76)—Annapolis midshipmen on parade; Flyer vanishes on Atlantic hop; British Royalty visit Calgary and Banff; Little Princesses stay home with Queen Mary; Pope Pius takes possession of Basilica of St. John Lateran; Memorial Day parade in New York; Dog show at Madison, N. J.; King Leopold welcomes Queen Wilhelmina of Holland; Fashions in hats; Metropolitan open golf; Crash mars 500-mile race.

PATHE (Vol. 10, No. 91)—British Royalty visit Banff; New modern office building of Johnston Wax Co.; Honor prison farm in Calif.; Opening of Liege Exposition in Belgium; Gravity power machine model demonstrated in Florida; Crash mars 500-mile race.

UNIVERSAL (Vol. 11, No. 776)—Memorial Day parade in New York; Flyer lost on Atlantic hop; British Royalty in Calgary; Snite, Jr., arrives at Le Havre, France; New robot life-saving device; Woman traffic cops in Sacramento; Society of Magicians meet in New York; Annapolis midshipmen on parade; Movie stars see race at Inglewood, Calif.; Fatal crash mars 500-mile auto race.

NEWS OF THE DAY (Vol. 10, No. 276)—Flyer vanishes on Atlantic hop; Annapolis midshipmen on parade; Snite, Jr., arrives at Le Havre, France; Flexible gate for drivers tested at Milwaukee; Memorial Day parade in New York; Axis becomes war alliance; Queen Mary trains Princesses; British Royalty in Calgary; Fatal crash mars 500-mile auto race; Hollywood Turf Club premiere.

(Released Wednesday, May 31)

MOVIETONE (Vol. 21, No. 75)—Navy divers seek entombed men in Squalus disaster; Franco reviews mammoth victory parade; Stalin watches gigantic military and civilian parade; British warship host to U. S. Rear Admiral Woodward; Indian Maharajah is installed; Joan of Arc honored in Paris; "Flame of Friendship" given to Tokyo miss for N. Y. World's Fair; Royal Air Force in warm-up drill; Hand crocheted styles; Lew Lehr and fence-painting contest; Girls angle for trout in Washington; Ken Wilhelm shows skill with bow and arrow.

NEWS OF THE DAY (Vol. 15, No. 275)—Submarine heroes recover as navy seeks to raise Squalus; British Royalty on Canadian tour; Pope Pius takes possession of Basilica of St. John Lateran; Draft-dodger Bergdoll gives up; Fritz Kuhn booked on charges of grand larceny; Intercollegiate 4-A track meet; Dog show at Madison, N. J. (except Los Angeles and San Francisco); Ken Wilhelm shows skill with bow and arrow (Los Angeles and San Francisco only); British Monarchs view races at Toronto.

PATHE (Vol. 10, No. 90)—Submarine heroes recover as navy seeks to raise Squalus; British royalty on Canadian tour; Jack Dempsey testifies before Senate Committee on inter-state transportation of fight films; Draft-dodger Bergdoll gives up; Fritz Kuhn booked on charges of grand larceny; Japanese Friendship Day at World's Fair; Stalin watches gigantic military and civilian parade.

UNIVERSAL (Vol. 11, No. 775)—Pope Pius takes possession of Basilica of St. John Lateran; Submarine heroes recover as navy seeks to raise Squalus; Dempsey testifies before Senate Committee; Draft-dodger Bergdoll gives up; Air ministry inspection in France; Lord Halifax gives views on triple entente; Ken Wilhelm shows skill with bow and arrow; Dog show at Madison, N. J.; Intercollegiate 4-A track meet; British Monarchs view King's Plate classic at Toronto.

PARAMOUNT (No. 85)—British Royalty on Canadian tour; Draft-dodger Bergdoll gives up; Aero-Hotel flies record load; Catching fish with goggles; Franco reviews mammoth victory parade; Pope Pius takes possession of Basilica of St. John Lateran; Dog show at Madison, N. J.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning June 3)

ASTOR—Profit Without Honor (MGM).
CAPITOL—Java Journeys (MGM); Jockeys Up (Col.); Hollywood Hobbies (MGM); Help Wanted (MGM).
CRITERION—Aladdin and the Wonderful Lamp (Para.) rev. 4-29-39; Moving Vanities (RKO) rev. 5-6-39.
GLOBE—Seeing Sports (Vita.); Mechanix Illustrated No. 4 (Vita.) rev. this issue.
RADIO CITY MUSIC HALL—Dixie—U. S. A. (M. of T., RKO) rev 5-13-39.
RIVOLI—The Practical Pig (RKO) rev. 10-22-38; Television (RKO) rev. 5-6-39.
ROXY—The Prize Guest (20th-Fox); Good Neighbors (20th-Fox).
STRAND—For Your Convenience (Vita.); Hobo Gadget Band (Vita.)

CHICAGO LOOP

(Week Ending June 3)

APOLLO—Chump Takes a Bump (Col.); Dean of the Pasteboards (Vita.) rev. 5-20-39; Art Gallery (MGM) rev. 5-27-39.
ROOSEVELT—Popular Science No. 5 (Para.) rev. this issue; Naughty But Mice (Vita.).
UNITED ARTISTS—Hollywood Hobbies (MGM); Sons of Liberty (Vita.) rev. 3-25-39; Mickey's Parrott (RKO) rev. 9-3-38.

There's Nothing Hammy About Sales Angles on "Radio Hams"

The thousands of radio hams in this country will soon see themselves in the movies via a Pete Smith short which MGM will release. "Radio Hams" is the title, and it is a subject you can easily sell.

There are a great many people who have not seen a short wave station operate. As a lobby stunt, and to get attention from the newspaper, get a radio ham holding an amateur license to rig up his outfit in your theatre lobby. Although it may be difficult for him to operate his sending transmitter in some locations, he will, in all cases, be able to receive the conversations of short wave amateurs for miles around for the benefit of lobby listeners.

You might be able to get a local store handling amateur broadcasting equipment to install the apparatus in your lobby in exchange for a stipulated amount of newspaper advertising space which they would use to exhibit your showing of "Radio Hams."

Bookstores and libraries with books on amateur broadcasting should be willing to tie up with you. Window displays could be promoted from stores selling this equipment.

The parts they played in various emergencies might be related by radio hams over your local radio station. Their experiences might also be used as feature stories in the newspaper.

Nationwide Promotion Effected On Golf Short, "Smooth Approach"

RKO-Pathe is backing its Sportscope, "Smooth Approach" with some excellent nationwide promotion.

Through tieups with Spalding and with the Crawford, MacGregor, Canby Co., about 20,000 folders, describing and illustrating the principles of good golfing as shown in the subject, have been mailed to pros in golf clubs throughout the country, for display on their bulletin boards, as well as to exhibitors and branch managers. These folders can be placed in the windows of sporting goods stores, and on the counters of department stores.

Spalding has mailed about 5,000 of the folders, with an accompanying letter, to as many pros, while Crawford, MacGregor, Canby have mailed an equal number. The remaining 10,000, together with an explanatory letter, have been forwarded by RKO-Pathe to exhibitors and branch managers.

Golfers will be out doing their stuff now. This is certainly a swell chance for you to win goodwill by offering a Loving Cup as a prize for the winner in a tournament sponsored by your theatre, and to get a large amount of free publicity for your engagement of "Smooth Approach."

Short Subject Reviews

MECHANIX ILLUSTRATED NO. 4

Prod. No. 4609 *Interesting*

Vita. Color Parade No. 9 10 mins.

Comments: Strangely enough, all the items are interesting. The first shows how workers in a police laboratory detect minute clues which lead to the identity of persons who committed crimes. The second takes the audience through a candy factory, showing the mixing of the chocolate and the dipping of the centers. The third deals with the manufacture of rubber articles, while the fourth shows the manufacturing of pencils from the time they're flat pieces of wood until they emerge as writing instruments of various colors. Ira Genet directed.

Exploitation: On the second subject, candy store tieups are a "natural." On the third, tie up with department stores for special window displays of articles and wearing apparel made from rubber. A display of vari-colored pencils might be promoted in the window of a stationery shop.

POPULAR SCIENCE NO. 5

Prod. No. J8-5 *Good*

Para. Popular Science 11 mins.

Comment: Good variety of subjects is covered, with particular interest in scenes showing how a "Popeye" cartoon is made. Scenes show the inside workings at new Fleischer studios in Florida, the cartoonist and workers in his plant being shown at work. Second best are scenes of a radio-controlled plane being used as target for anti-aircraft guns in England—a bit amazing. A school for adults—the aged really— is another novel interlude.

Exploitation: Sell hard on the "Popeye" angle—featuring the angle that now everybody can see how the popular screen character comes to life, and the laughs he makes for everybody. It is worth lobby displays centering about the one-sheet available.

GOING PLACES NO. 63

Prod. No. 3361 *Fascinating*

Univ. Going Places 10 mins.

Comment: The mysteries of the universe hold a strange fascination for all of us. Thus this short subject stands out among educational reels. Graham McNamee, as narrator, takes us to the Adler Planetarium where the Eternal Drama of the Heavens is the basis for a screen tour. The miniature star-studded sky, the "close-up" views of the moon and other heavenly bodies are almost breathtaking. Interesting, too, are the old astronomical instruments dating back hundreds of years. Produced by Joseph O'Brien and Thomas Mead, this subject will hold your audience in awe for ten minutes.

Exploitation: Conduct a search for old telescopes, astrolabes, sun dials, hour glasses and other instruments for display in your lobby. Use this catchline in your ads, "See the Eternal Drama of the Heavens as performed in 'Going Places,' etc."

STRANGER THAN FICTION NO. 63

Prod. No. 3374 *Very Good*

Univ. Stranger Than Fiction 9 mins.

Comment: A miniature roller coaster, a parson who prints a paper with his own hand-made press, a Cleveland man with a collection of clocks, a dog that extinguishes burning matches, a woman who etches on celluloid, an agile one-legged jitterbug who dances, swims and dives are the ingredients of this interesting potpourri of oddities. Your audiences will enjoy it. Joseph O'Brien and Thomas Mead produced, while Alois Havrilla handled the narration.

Exploitation: The item on clocks suggests a contest to determine who has the oldest time-piece in your city, while the one on the fire-fighting canine could be the basis for a contest on your stage wherein owners put their dogs through tricks for prizes.

GALS AND GALLONS

Prod. No. 3232 *Lively*

Univ. Mentone No. 12 17 mins.

Comment: East and Dumke, the "Sisters of the Skillet" sign up Rita Rio and her orchestra to boost their filling station business. Hot-cha band leaderess Rita brings in a troupe to entertain the motorists, the troupe consisting of Jan Peerce, Daneet & Dae, and Pansy, the Horse. Thanks to Rita Rio, and the various specialties, this is a lively number that will please most patrons. Milton Schwarzwald directed.

Exploitation: Most of the acts are well known in radio and vaudeville, so that by featuring them in your advertising you will be creating a larger audience for your showing. Give the subject a plug in your newspaper ads, programs and in your lobby displays. Because of Rita Rio's presence, tieups might be made with music shops on musical instruments or recent recordings of the feminine maestro.

BELIEVE IT OR ELSE

Prod. No. 4520 *(Tech.)* *Clever Satire*

Vita. Merrie Melody No. 20 7 mins.

Comment: Here is a clever and amusing satire on the stranger-than-fiction-believe-it-or-not newspaper cartoon features. As the commentator speaks, hilarious oddities, in cartoon form, of course, are shown. There is one 'doubting Thomas,' who still isn't convinced after he has been sawed in half and the lower half has walked away from him. Most amusing sequence is that in which the narrator, getting a view of the moon, discovers life there in the form of a vocal trio. On inquiring who they are, the men reveal themselves as a Major Bowes Unit, Number 72. There are several other gags to keep your audience in an uproar. Leon Schlesinger produced.

Exploitation: Accord this cartoon special mention in all your advertising. Try to run an ad near one of the popular cartoons.

INSIDE BASEBALL

Prod. No. 9304 *For Baseball Fans*

20th-Fox Sports Preview No. 4 10 mins.

Comment: This subject shows many of the best known stars of baseball, all of them from major league teams. These stars, shown in action, demonstrate various fast plays in which considerable teamwork is required. This subject is strictly for the baseball fans. Those having no interest in baseball will find nothing to interest them in the short. How it will do in the far West where the major league stars are little known is problematical. The fact that Gehrig is still shown playing with the Yankees somewhat dates the subject, too.

Exploitation: Tie this up with sports page stories on baseball teams in action. Your sports editor should be willing to run a still or two especially if some of the stars shown in the film have distinguished themselves on the diamond just before you play this.

YANKEE DOODLE HOME

Prod. No. 9963 *Good*

Col. Music Hall Vanities No. 3 10 mins.

Comment: A musical featuring a new novelty number, "The Great American Home," with some minor plotting of the comedy sort. This shows Nick Lucas and Vince Barnett as song writers who have to go to great lengths to get the boss to listen to their latest creation. Vince impersonates one Korokai, Polkrainian producer, and insists upon hearing Lucas sing as he wants to buy songs from Lucas' boss. The Mullen Sisters and Jean Walters sing with Lucas—the song telling about how patriotic every member of a certain family is—with flag-waving to help bring the handclaps.

Exploitation: Get music store tieups featuring patriotic numbers or swing in contrast to classical music.

MUSICAL MOUNTAINEERS

Prod. No. T8-8 *Amusing*

Para. Betty Boop No. 8 7 mins.

Comment: Betty Boop meets the hill billies when her car breaks down and the ensuing enthusiasm over music and dance postpones an impending outbreak of the traditional mountaineer feud. Fantastic dancing by the mountaineers, the hill billy songs and Betty herself put many amusing touches into this brief and bright reel.

Exploitation: If played over a holiday, run a swing session with prizes for the best dancers doing the shag to the accompaniment of some local band.

QUIET, PLEASE

Prod. No. 4006 *(Tech.)* *Entertaining*

Vita. Featuret No. 6 20 mins.

Comment: The temperamental director, Fritz Feld, wants a gorilla on the set of the film he is directing. However, the gorilla wrecks things. Finally, they continue shooting the picture, and when it's all finished, Feld decides to change the script again. While what is expected to be funny does not always turn out that way, the subject nevertheless achieves distinction through its beautiful Technicolor photography, lovely Hollywood beauties, and lavish settings. The entertaining subject was directed by Crane Wilbur, who was also responsible for the original screenplay.

Exploitation: Give it special mention in your ads, programs and on the marquee. Well advertised, a featuret such as this is often better than a second feature.

GLIMPSES OF AUSTRALIA

Prod. No. T-859 *(Tech.)* *Good*

MGM Traveltalk No. 9 9 mins.

Comment: This subject opens at Bondi Beach, Australian playgrounds where views of the famous lifeguards are shown. The famous parks and gardens of Sydney and Melbourne are shown with some beautiful Australian belles to embellish them. The subject is of the usual type of Fitzpatrick Traveltalks. Our one fault to find is that scenes showing the late Prime Minister Lyons were not cut after his death.

Exploitation: Tie up with travel agencies. Schools, whose knowledge of the great land "down under" is rather sparse should be interested in the educational aspects of the subject.

Code of Fair Trade Practises

(Continued from page 22)

(a) a finding as to whether or not the licensing of such features was so conditioned; and, if the finding be in the affirmative, then,

(b) an award cancelling the license agreement or agreements for (or to the extent that they relate to) such "Shorts."

VIII. Score Charges

Score charges, if any, for flat rental features for the 1938-1939 exhibition season shall be added to and consolidated with the license fees therefor. Commencing with the 1939-1940 exhibition season there shall be no separate score charge for features licensed on either a flat rental or a percentage basis.

IX. Allocation of Features

Under license agreements authorizing a distributor to allocate features to particular price brackets, distributor, on giving notice of the availability of each feature, shall notify exhibitor of the price allocation thereof, except that such notice of price allocation shall be given not later than fourteen days after the national release date thereof to first-run exhibitors in those cities which the distributor may designate as "Key Cities."

X. Form of License Agreement

Each distributor will use its best efforts to simplify its form of license agreement.

XI. Selective License Agreements

Whenever an exhibitor shall have the right under a license agreement to select a number of features out of a larger number, he shall exercise such right by written notice of selection or rejection of each feature to which he may be entitled under such agreement within twenty-one days after the mailing of the notice of availability thereof. Failure of exhibitor to give such written notice with respect to any feature within such period shall constitute a selection thereof by exhibitor.

XII. Playing Features in the Order of Release

If under any license agreement an exhibitor is obligated to play features in the order of their release, the distributor will not withhold features from exhibitor because features previously released have not been exhibited by him if his failure to exhibit them was due to the failure of distributor to make them available. Any dispute hereunder shall be subject to arbitration.

XIII. Coercing Contracts

No distributor shall coerce or intimidate an exhibitor to enter into any license agreement by threatening to build or otherwise acquire, or by falsely representing that any other person will build or acquire, a motion picture theatre for operation in competition with such exhibitor.

An exhibitor shall have no right to assert any claim that he has been so coerced or intimidated unless he shall have mailed to the distributor at its Home Office notice in writing of such claim and the grounds therefor within forty-eight hours after delivery by exhibitor of his signed application for such license agreement.

Any dispute as to whether exhibitor was so coerced or intimidated shall be subject to arbitration. The powers of arbitrators in any such dispute shall be limited to:

(a) a finding as to whether or not the exhibitor was so coerced or intimidated; and, if the finding be in the affirmative, then,

(b) an award cancelling such license agreement.

XIV. Other Subjects of Arbitration

(1) Performance of License Agreements. Any claim by either party to a license agreement that the other party has breached any provision thereof shall be subject to arbitration.

The arbitrators shall have power to make the following awards only:

(a) To find that the provision involved has been breached;

(b) to direct specific performance of the provision involved;

(c) to award actual damages with respect to each feature involved, which award shall not exceed the liquidated damages provided therefor in the license agreement.

(2) Clearance. The parties hereto recognize: that clearance, reasonable as to time and area, is essential in the distribution and exhibition of motion pictures; that an exhibitor has the right without restriction to license for any theatre any run for which he is able to negotiate with any distributor; and that, subject to Article VI hereof, a distributor has the right without restriction to license for any theatre any run for which it is able to negotiate with any exhibitor.

Any dispute as to whether or not the existing clearance, under the conditions involved in the particular instance, is unreasonable shall be subject to arbitration.

The powers of arbitrators in any dispute relating to clearance shall be limited to:

(a) a finding as to whether or not the theatre or theatres whose clearance is complained of, or any of them, is entitled to clearance; and, if so, then,

(b) an award of the reasonable maximum clearance to which such theatre or theatres is entitled.

(3) Over-buying. Any complaint by an exhibitor that another exhibitor has contracted for the license for exhibition of a greater number of features than the latter reasonably requires for exhibition in his theatre or theatres, with the intent and effect of depriving the complaining exhibitor of sufficient features to operate his theatre or theatres, shall be subject to arbitration.

In considering such complaint, the arbitrators shall, among other things, make due allowance for a sufficient number of features reasonably to protect the responding exhibitor against non-delivery of features and failure to make features available and give due regard to the type and operating policy of the theatre or theatres operated by the responding exhibitor. In no event shall an exhibitor be deemed to be "over-bought" if his minimum commitments do not exceed by more than fifteen (15%) per cent. his maximum requirements. If the arbitrators shall find that over-buying exists as herein provided, they shall specifically find by what number, if any, the responding exhibitor shall have over-bought and the responding exhibitor shall then be permitted a period of fourteen days from the date of the arbitrators' decision to obtain the release of such excess number, if any, from his license agreement(s); if the exhibitor does not obtain such release, in whole or in part, then the arbitrators shall make an award apportioning among the distributors, with which responding exhibitor has entered into license agreements, the number of features to be released by them, respectively (being in the aggregate the number of features "over-bought" less such number, if any, the release of which the responding exhibitor shall have obtained) to the complaining exhibitor[10], provided that no such award shall be made unless adequate assurance shall be given to each distributor that it will receive from the complaining exhibitor, in respect of its features to be so released, no less in license fees and no less favorable other terms than were provided for in its license agreement with the responding exhibitor.

(4) License Fees, Other Terms and Conditions. Neither license fees, nor (except in the respects and to the extent specifically provided in this code) other terms or conditions upon which motion pictures may be licensed by a distributor to an exhibitor, shall be the subject of arbitration for any purpose under any Article hereof, each of the parties hereto recognizing that such matters are to be determined only by mutual agreement between distributor and exhibitor.

XV. Effective Date

The provisions of this code shall apply to all contracts made after January 1, 1939, for 1939-1940 product and the product of subsequent years so long as this agreement shall be in effect.

XVI. Term

The term of this code shall be for two exhibition seasons[11], commencing with the season 1939-1940, and thereafter indefinitely.

Any signatory hereto may withdraw herefrom at the end of the second exhibition season or at the end of any subsequent exhibition season by giving written notice of such withdrawal to the other signatories at least six months prior to the end of such exhibition season.

[Provision should be made giving the signatories the right of withdrawal in the event of substantial withdrawals by other signatories and in the event of legislation or judicial decisions declaring any part of the code invalid or illegal, requiring a material change in the method under which distributors or exhibitors do business or making the code impracticable bcause of added burdens. While this has been discussed with representatives of exhibitors no definitive language has yet been worked out but will be supplied shortly.]

[Provision should also be made enabling other distributors and exhibitors to become parties to the code.]

Arbitration Machinery

1. Location of Board. An Arbitration Board shall be established in each exchange territory.

2. Method of selection of arbitrators. There shall be created in each exchange territory a general panel and a neutral panel. The general panel shall consist of about 20 members of whom the distributors will appoint 10 and the exhibitor association functioning in that particular exchange territory the other 10. Where there are 2 or more exhibitor associations each association may appoint a panel of 10 of their own. The members of the general panel may be affiliated with exhibitor or distributor interests.

Each party to a dispute may designate as his arbitrator any member of this general panel or any one else he desires outside of the panel.

The neutral panel shall consist of 10 members to be mutually agreed upon by the exhibitor and distributor interests in each exchange territory. These members shall not be members of the general panel and shall not be associated with exhibitor or distributor interests but shall have an understanding and knowledge of the motion picture industry.

The two arbitrators chosen by the above method shall designate the third arbitrator from the neutral panel and if they are unable to agree the third arbitrator shall be drawn from the neutral panel by lot.

No compensation shall be paid to any arbitrator from the general panel, but compenastion wherever necessary may be paid to the neutral arbitrator.

3. The cost of arbitration machinery. Upon the filing of a claim the complaining party shall pay a filing fee of $5. These fees are to cover the cost of:

(a) compensation to the neutral, wherever necessary,

(b) expenses incurred upon the initiative of the arbitration board,

(c) administration.

In disputes involving principles, affecting the entire industry the arbitration board may assess the cost incurred upon the initiative of the arbitration board upon all distributors and exhibitors associations.

The arbitration board shall have no power to award counsel fees.

Except as here provided each party shall stand its own costs and expenses.

The board shall be empowered in its discretion to engage a secretary for its own sessions.

4. Qualification of arbitrators. No person shall be nominated or elected to act as an arbitrator in any dispute in which he has a personal or financial interest, directly or indirectly. The parties may, however, waive their right in any objections which may exist on the above grounds.

5. Vacancies. Vacancies occuring by reason of illness. resignation, disqualifications, disability or death shall be filled in the same manner as the original appointment.

6. Hearings. Hearings shall take place in the exchange territory in the city in which is located the exchange out of which the complaining exhibitor is served.

Parties may represent themselves or be represented by another.

Each party shall have the right to question the witnesses of the other party or parties.

Witnesses shall testify under oath.

The arbitrator may require any party to produce whatever records and documents they may deem necessary.

Stenographic records of testimony will not be taken unless either or both parties so request and provide funds for the same in which case the stenographer shall be selected by the board, or if designated by either or both parties, approved by the board.

7. Waiving oral hearings. If the parties to a controversy agree in writing to waive oral hearings they shall submit to the arbitrators a statement of claim under oath including statements from books of account or other evidence together wih written argument. Immediately upon receipt of the statement of facts and written arguments a copy thereof shall be submitted to the respective parties and each shall have the right to reply thereto. But if either party should fail to make such reply in days from receipt thereof he shall be deemed to have waived the right to reply. The files shall then be submitted to the arbitrators.

8. Preferential cases. Certain disputes require prompt and immediate decisions while others do not. There shall therefore be established a list of disputes to which the arbitrators must give preference in time of hearing.

9. Miscellaneous. All questions affecting procedure such as the time when the submissions are to be made; the time within which the arbitrators must make their awards; the forms to be used; the notices to be sent and similar problems should be referred to counsel for the distributors and exhibitor groups.

[Disputes where more than 2 parties are involved, or involving third parties who refuse to submit to arbitration, or where a greater number of exhibitors are involved than distributors or vice versa, or where a distributor and its affiliated theatre company are parties, present problems which have been discussed but have not yet been resolved.]

Arbitration Code

I. Exchange Territories

Arbitration of disputes which are subject to arbitration under the Trade Practice Code or hereunder in the territories (hereinafter referred to as exchange territories) served by the film exchanges in the cities below named:

Albany, N. Y.	Milwaukee, Wis.
Atlanta, Ga.	Minneapolis, Minn.
Boston, Mass.	New Haven, Conn.
Buffalo, N. Y.	New Orleans, La.
Charlotte, N. C.	New York, N. Y.
Chicago, Ill.	Oklahoma City, Okla.
Cincinnati, Ohio	Omaha, Nebr.
Cleveland, Ohio	Philadelphia, Pa.
Dallas, Texas	Pittsburgh, Pa.
Denver, Colo.	Portland, Ore.
Des Moines, Iowa	St. Louis, Mo.
Detroit, Mich.	Salt Lake City, Utah
Indianapolis, Ind.	San Francisco, Cal.
Kansas City, Mo.	Seattle, Wash.
Los Angeles, Cal.	Washington, D. C.
Memphis, Tenn.	

shall, in each exchange territory, be governed by these Rules of Arbitration from and after the date of the appointment of the panel of neutral arbitrators for such exchange territory, as provided in Article II hereof.

II. Panel of Neutral Arbitrators

All distributors and affiliated exhibitors and organized exhibitor groups which have signed the Trade Practice Code to which these Rules of Arbitration are annexed, and which at the time carry on their business (or, in the case of organized exhibitor groups, have members who have signed the Trade Practice Code and who at the time operate theatres) in an exchange territory shall by unanimous action appoint a panel of not less than five nor more than ten neutral arbitrators for such exchange territory. Neutral arbitrators shall be compensated for their services, shall preferably have an understanding and knowledge of the motion picture industry but shall not be associated with either distributor or exhibitor interests.

[10]The rights of exclusion, if any, under Article I, Section (1) hereof, of a responding exhibitor found by the arbitrators to have over-bought, shall be determined and computed on the basis of his license agreement(s) as modified in consequence of such finding.

[11]An exhibition season for the purpose of this Article shall be deemed to commence September first and end August thirty-first next following.

III. Permanent Arbitration Board

(1) Appointment of panels. All distributors and affiliated exhibitors which are at the time entitled to participate in the appointment of the panel of neutral arbitrators for an exchange territory shall by unanimous action appoint a panel of ten arbitrators, and all organized exhibitor groups which are at the time entitled to participate in the appointment of said panel of neutral arbitrators shall by unanimous action appoint a panel of ten arbitrators, for such exchange territory. It is contemplated that arbitrators on said panels as well as arbitrators appointed on panels provided for in Article IV hereof will be associated with some branch of the motion picture industry and will serve without compensation.

(2) Personnel of Permanent Arbitration Board. A Permanent Arbitration Board consisting of one arbitrator from the panel of neutral arbitrators and two other arbitrators, one from each panel of arbitrators appointed as provided in paragraph (1) of this Article, shall be established in each exchange territory. The members of each of the panels appointed as provided in said paragraph (1) shall serve on the Permanent Arbitration Board in rotation, in such order and for such length of time as the members of such panels shall respectively agree upon. The two arbitrators so serving from said panels shall designate a third arbitrator from said panel of neutral arbitrators, or, if they are unable to agree upon a third arbitrator, the third arbitrator shall be chosen by them by lot from said panel of neutral arbitrators. Said third arbitrator shall be chairman of the Permanent Arbitration Board and shall serve during the term of office of the arbitrators designating or choosing him.

(3) Secretary. All distributors, affiliated exhibitors and organized exhibitor groups which are at the time entitled to participate in the appointment of the panel of neutral arbitrators for an exchange territory, shall by unanimous action appoint a secretary of the Permanent Arbitration Board for such exchange territory who shall also act as secretary for the Special Arbitration Boards in such territory provided for in Article IV hereof.

(4) Office. Each Permanent Arbitration Board shall maintain an office and have available adequate quarters for the hearing of arbitrations.

IV. Special Arbitration Boards

(1) Appointment of panels. All distributors and affiliated exhibitors which are at the time entitled to participate in the appointment of the panel of neutral arbitrators for an exchange territory, shall by unanimous action appoint a panel of ten arbitrators, and each organized exhibitor group which is at the time entitled to participate in the appointment of said panel of neutral arbitrators shall appoint a panel of ten arbitrators, for such exchange territory. An arbitrator designated by a party to a dispute submitted to a Special Arbitration Board shall preferably be a member of one of the panels, but need not be a member of any panel.

(2) Two party disputes. With respect to disputes between two parties the Special Arbitration Board shall be constituted as follows: Each party to the dispute shall designate an arbitrator. The two arbitrators so designated shall designate a third arbitrator who may, but need not be a member of the panel of neutral arbitrators, or, if said two arbitrators are unable to agree upon a third arbitrator, the third arbitrator shall be chosen by them by lot from the panel of neutral arbitrators. Such third arbitrator shall be chairman of such Special Arbitration Board.

(3) Disputes relating to clearance. With respect to disputes relating to clearance, the Special Arbitration Board shall be constituted as follows: The complaining exhibitor shall designate an arbitrator, the exhibitor complained against shall designate an arbitrator, and the distributors which are the third party to such dispute shall, as a group, by unanimous action designate an arbitrator. The three arbitrators so designated shall by unanimous action designate two arbitrators who may, but need not, be members of the panel of neutral arbitrators, or, if they are unable to agree upon either or both of said two arbitrators, one or both, as the case may be, shall be chosen by them by lot from the panel of neutral arbitrators. One of said two arbitrators shall be elected chairman of such Special Arbitration Board.

(4) Right to eliminate arbitrator. In any case where a neutral arbitrator is chosen by lot from the panel of neutral arbitrators each arbitrator designated by a party shall be entitled to reject one neutral arbitrator chosen by lot, and if such right is exercised with respect to any neutral arbitrator so chosen, the neutral arbitrator so rejected shall not serve and another neutral arbitrator shall be chosen by lot from among the neutral arbitrators not so rejected.

V. Parties to Disputes

(1) Disputes between a distributor and an exhibitor. All disputes subject to arbitration under the Trade Practice Code except disputes relating to over-buying and to clearance shall be between two parties, a distributor and an exhibitor.

(2) Disputes relating to over-buying. Disputes relating to over-buying shall be between two parties, the complaining exhibitor and the exhibitor complained against, but each distributor which has signed the Trade Practice Code and at the time has a license agreement with the exhibitor complained against shall be entitled to notice of all hearings and shall have all other rights which it would have if it were a party to such dispute except only the right to designate an arbitrator.

(3) Disputes relating to clearance. Disputes relating to clearance shall be between three parties (a) the complaining exhibitor, (b) the exhibitor complained against and (c) the distributors, as a group, which at the time have license agreements with the complaining exhibitor and grant to the exhibitor complained against the clearance complained of. Each of said distributors shall be entitled to notice of all hearings and shall have all other rights of a party except only the right individually to designate an arbitrator.

In the event that in any dispute relating to clearance any party thereto shall claim in writing filed with the arbitration board that any exhibitor not named as a party thereto may be prejudiced by any award made therein in favor of the complaining exhibitor, the arbitration board shall have no power to proceed with the hearing unless within a time to be fixed by the arbitration board there shall have been filed with it the consents in writing, signed by all such exhibitors, to be bound by any award which may be made in such dispute. If such consents in writing of all such exhibitors shall have been so filed, the arbitration board shall proceed with the arbitration and such exhibitors shall be entitled to notice of all hearings and shall have the right to represent themselves or be represented by others at all hearings and to examine or cross-examine all witnesses. The award of the arbitration board shall be binding upon such exhibitors to the same extent as if they had been parties to such dispute.

VI. Oaths of Arbitrators

Each person, upon his appointment as an arbitrator or as a member of any panel, shall take and subscribe to one or more counterparts of the form or forms of oath of office prescribed by law in the jurisdiction or jurisdictions where he shall act as arbitrator. In the event that no such form of oath is prescribed by law, he shall take and subscribe to the following form of oath:

> I, ..., having been duly appointed (an arbitrator) (a member of the .....panel of arbitrators) for the .....exchange territory, do solemnly swear that I will faithfully and fairly hear and examine the disputes brought before me and will determine each such dispute in accordance with the spirit and intent of the provisions of the Trade Practice Code of the motion picture industry and the Rules of Arbitration annexed thereto, and will make a just award to the best of my understanding.

Said persons shall, from time to time, also take and subscribe to such other or additional oaths as may be required by law in connection with the hearing of any dispute and shall make and execute all papers necessary or convenient to make their awards binding and effective to the extent that such awards may in any particular case be made binding and effective.

The oaths shall be filed in the office of the Permanent Arbitration Board and in such other offices or places as shall be required by law in the jurisdiction or jurisdictions wherein the arbitration shall be held or wherein the award shall be filed to make the same binding and effective.

VII. Terms of Office Arbitrators, Removals and Vacancies

(1) Term of office. The members of each panel of arbitrators shall serve for six months.

(2) Removals. Arbitrators in the panel appointed by distributors and affiliated exhibitors may be removed at any time by a majority of the distributors and a majority of the affiliated exhibitors who are at the time entitled to participate in the appointment of arbitrators to such panel.

Arbitrators in a panel appointed by an organized exhibitor group or groups may be removed at any time by the action of the exhibitor group or groups who are at the time entitled to participate in the appointment of arbitrators to such panel.

(3) Vacancies. Vacancies in any panel of arbitrators occurring by reason of death, resignation, removal or disqualification shall be filled in the manner hereinabove provided for the original appointment of arbitrators to such panel. Any arbitrator so appointed shall serve for the balance of the term of his predecessor in office.

VIII. Jurisdiction of Boards

No Permanent Arbitration Board shall hear, and no Special Arbitration Board shall be constituted to hear, a dispute unless and until each of the parties thereto shall have become a party signatory to the Trade Practice Code, shall have otherwise complied with Article XVII thereof, and shall have signed the agreement of arbitration annexed hereto and made a part hereof. The secretary of each Permanent Arbitration Board shall keep a list of the names and addresses of the distributors and exhibitors in his exchange territory who have agreed to arbitrate disputes as above provided, which list shall be available for inspection during ordinary business hours by any interested party.

Each dispute which is subject to arbitration under the Trade Practice Code may be submitted to and determined by the Permanent Arbitration Board of the exchange territory in which it arises and shall be so submitted and determined unless one or more of the parties to such dispute shall request that such dispute be submitted to a Special Arbitration Board, in which case the dispute shall be submitted to and determined by a Special Arbitration Board. It is intended that any party to a dispute shall feel free to have such dispute submitted to a Special Arbitration Board. Until a Prmanent Arbitration Board is established in an exchange territory all disputes which are subject to arbitration under the Trade Practice Code shall be submitted to Special Arbitration Boards.

An arbitration board shall have only the powers conferred upon arbitrators by the Trade Practice Code and these Rules of Arbitration and every award shall conform thereto.

IX. Arbitration Proceedings

(1) Statement of claim. To initiate an arbitration hereunder the complaining party shall deliver personally or mail to the secretary of the Permanent Arbitration Board a statement of claim and a copy or copies thereof, which shall set forth in non-technical language the following:

(a) The name and address of the complaining party, the name of the theatre(s) involved in the dispute and the name of the party or parties claimed against, and, in case of a dispute relating to over-buying, the names of the distributors entitled to notice as hereinabove provided.

(b) A brief statement of the claim (including, if a license agreement is involved, the date of the same and the names of the parties thereto) and of the relief sought.

(c) A demand for arbitration and, if the complaining party does not desire that the dispute be submitted to the Permanent Arbitration Board, a request that the dispute be submitted to a Special Arbitration Board.

(d) The designation of an arbitrator who shall serve in the event that either the complaining party in such statement, or the party (or, in a case of a dispute relating to clearance, any part) complained against, requests the submission of the dispute to a Special Arbitration Board.

The statement of claim must be accompanied by a filing fee of $5.00.

(2) Notice of claim. The secretary shall promptly deliver personally or post by registered mail a copy of such statement of claim to the party (or, in case of a dispute relating to clearance, to each party) complained against. Such party (or, in case of a dispute relating to clearance, each such party entitled to designate an arbitrator) shall, within seven days after the delivery or mailing of such copy, deliver personally or post by registered mail to the secretary an acknowledgment in writing of receipt thereof and shall also at the same time designate in writing an arbitrator who shall serve in the event that either the complaining party shall in his statement of claim, or any party complained against shall in its designation, request that the dispute be submitted to a Special Arbitration Board.

(3) Notification of arbitrators. If any party to a dispute shall have requested that the dispute be submitted to a Special Arbitration Board, the secretary shall forthwith upon the receipt of the designations of arbitrators notify the arbitrators designated by the parties of their designation. In the event that any party shall not have designated an arbitrator when required to do so as hereinabove provided, the then chairman of the Permanent Arbitration Board shall designate an arbitrator for such party from one of the panels of arbitrators.

If no party to a dispute shall have requested that the dispute be submitted to a Special Arbitration Board, the secretary shall promptly so notify the chairman of the Permanent Arbitration Board presiding at the time the complaint is filed and the Permanent Arbitration Board as constituted at such time of filing shall hear and determine the dispute.

(4) Disqualification of arbitrator. No arbitrator shall act in any dispute in which he has, either directly or indirectly, a personal or financial interest unless such disqualification shall have been waived by all the parties; provided that in any dispute relating to clearance submitted to a Special Arbitration Board the arbitrator designated by the distributors shall not be disqualified because of his personal or financial interest in any distributor other than a distributor affiliated with an exhibitor which is a party to the dispute.

(5) Hearing and notice. The chairman of the arbitration board to which a dispute is submitted shall arrange for a prompt hearing thereof and give reasonable notice to the other arbitrators and to the parties of the time and place of the hearing and of the personnel of the arbitration board. In the case of any dispute relating to over-buying the chairman shall also give similar notice to all distributors who then have license agreements with the party complained against.

Hearings shall be held in the city named in Article I hereof in which are located the exchanges from which the complaining exhibitor is served or, if the complaint is filed by a distributor, in the city named in Article I hereof in which are located the exchanges from which the exhibitor complained against is served.

Parties may represent themselves or be represented by others at all hearings and shall have the right to examine or cross-examine all witnesses.

Witnesses shall testify under oath.

Any arbitration board may require any party to a dispute heard by it to produce at the hearing any records or documents deemed by it to be material and relevant.

Each arbitration board shall be the judge of the relevancy and materiality of the testimony or evidence offered, but the legal rules of evidence shall not be applied and the board may inquire into the good faith of any claim or defense offered.

Stenographic records of hearings will not be made unless one or more parties shall request the same and provide funds therefor, in which case the stenographer shall be designated or approved by the arbitration board.

(6) Waiver of oral hearing. The parties to a dispute (including all parties entitled to notice of hearing thereof) may by agreement in writing, filed with the secretary, waive oral hearings. In such case the complaining party shall file with the secretary a statement under oath of his claim supported by material and relevant evidence (which may include excerpts or statements from books of account or other records and documents) and by written argument, together with copies thereof for each party complained against. Immediately upon the filing thereof a copy shall be delivered personally or posted by registered mail by the secretary to each party complained against, each of whom, if he desires to make answer, shall within seven days after receipt of his copy file a statement under oath of his defense, supported in like manner, together with copies thereof for each other party to dispute. Immediately upon the filing thereof a copy shall be delivered personally or posted by registered mail by the secretary to each other party to the dispute. If any party complained against makes answer as hereinabove provided, each other party to

(Continued on page 68)

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

Jeff Lazarus asked for and obtained a release from his Paramount producing contract after agreeing to remain at the studio long enough to complete his current production, "Are Husbands Necessary?", finish the script of "Navy Nurse" and the preparation on "Air Raid."

The ancient tugboat "Narcissus", which carried Marie Dressler and Wallace Beery to fame in "Tugboat Annie", was hauled out of drydock on the MGM back lot and put back in commission for Beery's newest picture, "Thunder Afloat".

Cesar Romero will join Randolph Scott and Binnie Barnes in the cast of 20th Century-Fox' first dramatic western picture in several years, "Frontier Marshall." The picture is slated to go before the cameras early this month with Allan Dwan directing.

Universal has signed Sigrid Gurie to a five-year contract calling for two pictures a year. Miss Gurie is currently appearing in "Forgotten Women" under the direction of Harold Young. Her new pact permits the actress to make one or more outside pictures a year.

The "Dead End" kids will wind up their present contract at Warner Bros. on June 30 by which time "The Dead End Kids at Valley Forge" will be completed. They are expected to go on a personal appearance tour before signing for additional picture work.

J. Arthur Ball, former vice-president of Technicolor, joined Walt Disney this week in a technical capacity. His first assignment will be to work out means of improving cartoon technique. Ball was awarded a special "Oscar" last February for his development of color for the screen.

A deal by a group of theatre men of Argentina for Bob Breen to make personal appearances over a six-weeks period in South America is under consideration by Sol Lesser. If an agreement is reached, Bob will make the trip before starting his next picture, "Boy Who Cried Wolf."

Soon to return home from London, Wesley Ruggles will start preparations for his first Columbia assignment, "Arizona", starring Jean Arthur. The original story is by Clarence Budington Kelland and the screenplay is being written by Claude Binyon.

Jimmy Gleason, Frank McHugh and Alan Hale have been added to the cast of Warner Bros.' adaptation of "On Your Toes," in which Zorina and Eddie Albert will have the principal roles. Ray Enright will handle the megaphone.

Phil Regan's projected personal appearance tour has been called off due to his commitment in "The Hit Parade" which is to follow "Laughing Irish Hearts", currently shooting on the Republic lot.

"Roll, Wagons, Roll," next Tex Ritter musical western, got the "go" signal early last week under the production wing of Edward Finney with Al Herman directing. It is the last on Ritter's schedule for Monogram's 1938-39 program.

John McGrail, for the past three years with the Hays office, joins the Selznick International publicity staff as unit man under William Hebert. Vic Shapiro, who resigned last week, will announce his future plans after returning from a brief vacation.



A Little Music on the Set

Walter Pidgeon, Virginia Bruce and Ilka Chase warble "I'm in Love With the Honorable Mr. So-and-So" between scenes in MGM's "Stronger Than Desire", directed by Leslie Fenton and produced by John W. Considine, Jr. Virginia sang the song in "Society Lawyer", another MGM picture.

Producer Harry Sherman has taken added space at the General Service studio, preparatory to expanding activities. Sherman has "The Double Dyed Deceiver" in production and four others in the final writing stages.

Alan Dinehart has been assigned a featured role in Universal's "Bright Victory", Freddie Bartholomew-Jackie Cooper co-starrer, now before the cameras with Joseph Santley directing. Burt Kelly is producing.

Spencer Charters, popular character actor, has been signed by RKO for a role in "Memory of Love," current starring vehicle for Carole Lombard, Cary Grant and Kay Francis. The picture is being produced under the personal attention of Pandro S. Berman, with John Cromwell directing.

Walter Wanger has recalled Richard Carlson and Ann Sheridan for added scenes in "Winter Carnival". The picture is being given a rough cut to decide on the amount of extra footage needed. Charles Riesner is directing with Charles Kerr as his assistant.



They're All Resting on Location

This between-scenes study shows the RKO Radio company at rest while on location for "Memory of Love", romantic drama co-starring Carole Lombard, Cary Grant and Kay Francis. Pictured from the left: A make-up man, Webster Phillips, Cameraman Eddie Pyle, Director John Cromwell (seated), the script girl, Mary Ardel (stand-in for Miss Francis), and Carole Lombard.

Zorina In "On Your Toes"

Zorina, who will play the top feminine role in "On Your Toes", and her husband George Balachine, who will direct its dances, arrived in Hollywood last week and reported to the Warner studio. Production is scheduled to start on June 15 under the direction of Ray Enright with Eddie Albert in the male lead.

Wachsberger Joins Boris Morros

Nat Wachsberger, Continental producer and book publisher, will act as an associate producer with Boris Morros Productions. His first picture will be made following the Stan Laurel and Oliver Hardy feature, "The Flying Deuces".

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Tickled to see that Sidney Salkow's directing ticket has been taken up by Republic for another year, even though he has many years to go before we can list him as an "oldtimer". Good luck, Sid, and be sure to give us some more swell pictures.

And talking of "oldtimers," had a nice chinfest with Joe Engel, Harry Sherman's new production manager. Joe is one of the boys from the old school, dating back to the old Sales Company days, when 14th Street was the home of the picture industry. Hope to see a lot of you from now on.

Over to Warner Bros. for a chat with Charlie Einfeld, and wound up telling him all about our favorite radio actor, Elliott Lewis, the youngest actor on the air with his own Sunday night show. In case you're interested, listen in to "Knickerbocker Playhouse", and see if we're not right.

Columbia has announced a series of shorts labeled "Fools Who Made History." Wonder if they had in mind the motion picture industry history or just plain history. We'll soon find out.

Paramount will premiere Jack Benny's "Man About Town" in his home town, Waukegan, Ill., on June 25. Members of the cast and the entire "Jello" radio troupe will make the trip in a special train. Jack has also consented to act as master of ceremonies at the sales convention banquet at the Ambassador Hotel, June 10, and will tell the boys how to sell film.

Spotted four of the regular Hollywood previewers, the other night, sitting through 20th Century-Fox' "Rose of Washington Square" for the second or third time, and wonder if they were looking for the same sequence that brought us back for its fourth showing . . . and we'll see it again.

Richard Dix and Gladys George In "Here I Am a Stranger" Cast

To round out one of the most colorful casts ever assembled on the 20th Century-Fox lot, Darryl F. Zanuck, studio production chief, announced that Richard Dix and Gladys George have been assigned major roles in "Here I Am A Stranger", currently before the cameras with William Seiter directing.

Dix recently completed a starring role in one of the year's outstanding pictures, "Man of Conquest", and will portray a brilliant newspaperman and writer whose addiction to drink brings tragedy and failure. Miss George will play a deeply poignant role, that of a mother who gives up the man she loves to insure the future of her son.

Others in the brilliant cast are Richard Greene and Nancy Kelly, who are co-starred, and Roland Young, Edward Norris, Kay Aldridge and John Arledge. Harry Joe Brown is associate producer.

George Marshall Signed by U

George Marshall has been signed by Universal to direct "The Man From Montana", starring James Stewart, and has checked on to the lot to begin preparations. The picture is scheduled to go into production as soon as Stewart finishes "Mr. Smith Goes to Washington", at Columbia. It will be produced by Joe Pasternak.

Univ. Studio Begins 2nd Year Under New Heads

Universal Studio, entering its second year of operation under new management, will have seven major productions in work this week, with 2,500 employees on the regular pay-roll, an all-time high for the company.

Nate Blumberg, president, arrived from New York last Monday for an indefinite stay to check the current production, and lay future plans for the company's continued expansion, in collaboration with Cliff Work, Matty Fox, Milton Feld and other studio executives.

Studio improvements, under the supervision of David S. Garber, have been effected in every department, and upward of $300,000 has already been expended on reconstruction and new equipment. Extra crews have been added to the construction forces of Universal's two giant new sound stages, and it is hoped that both units will be completed by the first of July.

Productions shooting currently include John M. Stahl's "Modern Cinderella", Joe Pasternak's "The Underpup", "I Stole a Million", George Raft starrer, "Bright Victory", "Forgotten Women", "First Love" and "Desperate Trails". By mid-June "Sandy Takes A Bow", "Hawaiian Nights" and "Dark Empire" will have started. Busily preparing for future production are more than 30 writers.

WB Planning "City of the Angels" With Same Cast As "Dodge City"

Warner Bros. is planning to make "City of the Angels", which will deal with the dramatic early days of Los Angeles, as a follow-up to "Dodge City". The picture will mark the debut of Bob Fellows as an associate producer working under the supervision of Hal B. Wallis, executive producer.

The excitement of Los Angeles' pioneer days will be re-lived by most of the "Dodge City" cast, under the direction of Michael Curtiz. Errol Flynn, Olivia de Havilland, Ann Sheridan, Alan Hale, Frank McHugh, Bruce Cabot, John Litel and Henry O'Neill are slated for leading roles.

The production will be filmed in Technicolor and is scheduled to go before the cameras during the middle of the summer.



Trying It Out Himself

After weeks of seeing most of his players in hospital cots while he directs them in scenes for Warner Bros.' "Give Me a Child", Director Lloyd Bacon finally submits to temptation and tries out one of the beds while Gale Page and John Litel await his recovery.

Small Returns From Vacation

Returning from a short vacation, Edward Small, president of Edward Small Productions, Inc., outlined plans for immediate institution of an extensive schedule which will include expenditures of $5,000,000 during the next 12 months. Small embarks upon his second year as a United Artists producer, with commitments to make seven pictures for the 1939-40 program.

Tim Holt to RKO

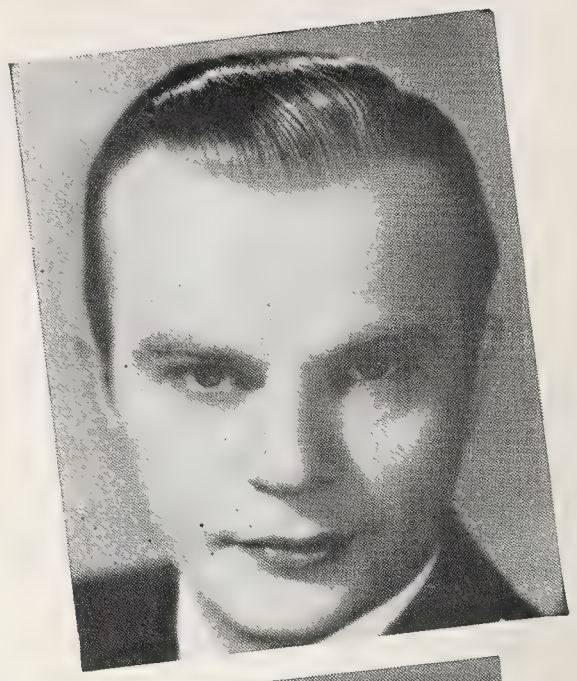
Receiving the biggest break in good fortune accorded to a young screen player in several years, Tim Holt has been selected by Producer-director Gregory La Cava for one of the leading roles in "My Fifth Avenue Girl".



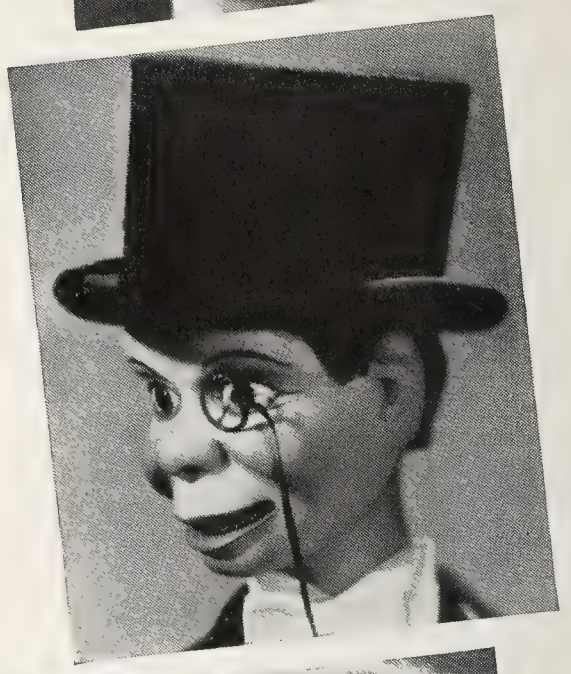
A Little Conference Between Scenes

Russell Hayden, William Boyd, Betty Moran and Britt Wood have a little conference between scenes of Harry Sherman's latest "Hopalong Cassidy" picture, "Range War", to be released by Paramount. Looks like "Hoppy" is trying to sell the lady a bill of goods.

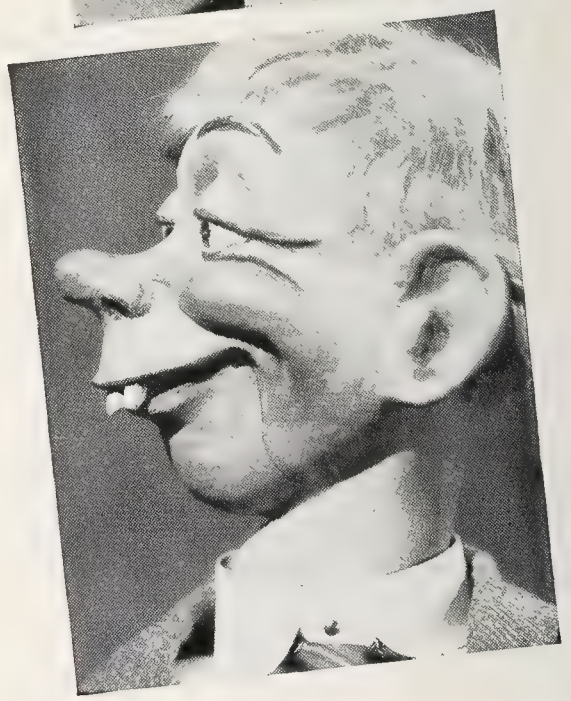
Edgar Bergen



Charlie McCarthy



Mortimer Snerd



Best Wishes From

THE BERGEN GANG

M. C. A. ARTISTS DIVISION
MUSIC CORPORATION OF AMERICA

Col. Plans Big Director Policy

COLUMBIA faces the coming season with the assurance that its policy of "great directors" will bring to the nation's screens its impressive schedule of films. The company's newly-acquired group of "great directors" includes some of the most noted names of the screen. In addition to Frank Capra, the forthcoming program will feature such outstanding megaphone personalities as Wesley Ruggles, Frank Lloyd, Howard Hawks, Rouben Mamoulian and Alexander Hall.



Harry Cohn

Several important pictures are being readied for early production, with one, Frank Capra's "Mr. Smith Goes to Washington," now before the cameras. The Capra production stars Jean Arthur and James Stewart and in the hands of the three-time Academy Award winner is fast being revealed as a story of a simple youth catapulted into the United States Senate. Adapted by Sidney Buchman from the novel, "The Gentleman from Montana," by Lewis Ransom Foster, the film will bring to the screen an imposing cast. In support of Miss Arthur and Mr. Stewart are Claude Rains, Edward Arnold, Guy Kibbee, Eugene Pallette, Ruth Donnelly, Beulah Bondi, Astrid Allwyn and Larry Simms.

Jean Arthur in "Arizona"

Another major film set for early production is "Arizona," which Wesley Ruggles will direct. Jean Arthur has been cast to star in this film version of Clarence Budington Kelland's *Saturday Evening Post* serial and novel and Claude Binyon now is fashioning the screen adaptation of this romantic story of a girl pioneer, played against the roaring, lusty West of the dramatic days of our Civil War.

Present plans call for Mr. Ruggles to direct another important production for Columbia soon after he completes "Arizona."

Director Frank Lloyd, who has been responsible for such outstanding screen successes as "Cavalcade," "Mutiny on the Bounty," "Wells Fargo," has selected "Tree of Liberty" as his first Columbia vehicle. It is scheduled to be another "spectacle" production, dramatizing the birth of our nation and of its early years and it will bring to the screen the historic characters of our revolutionary days. And, in addition to "The Tree of Liberty," Frank Lloyd also will direct another important production.

Cary Grant will star in "The Bigger They Are," which will be another Howard Hawks contribution to the program. Based on a play by Ben Hecht and Charles MacArthur, "The Bigger They Are" is now scheduled for early Fall release, with Charles Lederer, noted author of many important screen plays, doing the adaptation.

Alexander Hall, whose directorial talents have turned out such varied film fare as "Little Miss Marker," "Goin' to Town," "I Am The Law," "There's Always a Woman," and "Good Girls Go To Paris," will direct "Super-Clipper," a timely, topical drama of man's coming conquests of the air. This film will be produced on a spectacular scale.

The comedy team of "There's Always a Woman" and "Good Girls Go To Paris," Joan Blondell and Melvyn Douglas again will join their talent with a cast, director and story designed to ensure an outstanding production. Romance and adventure are the keynote of "Singapore," which is listed as one of Columbia's important pictures for the new season.

A Joe E. Brown Picture

"Give Me Liberty" is another production that promises to set a highwater mark in the career of Joe E. Brown, who has been signed to star in this comedy production. It will provide the comedian with a new characterization—that of a greeting-card jingle writer by day and henpecked husband by night. And another Joe E. Brown production also is scheduled for 1939-1940 release.

The inimitable Blondie, with Dagwood, Baby Dumpling and Daisy will be seen again next season in three new "Blondie" productions. The Bumsteads again will be portrayed by Penny Singleton, Arthur Lake and Larry Simms and a national advertising campaign in *Life, Look, The Saturday Evening Post* and *Liberty* will back up the added reader interest in these productions, already presold, as Chic Young's famous cartoon strip, to 50,000,000 daily readers of 230 newspapers.

Warden Lewis E. Lawes, who has contributed many stirring prison stories to the screen, will appear in person in "Man in Sing Sing," which will also be written by the internationally famous penologist. This film will be produced with an all-star cast and a famous director will be assigned to megaphone. Another production that will rank importantly on the schedule is "American at Scotland Yard," which is expected to strike a new note in detective dramas.

Edith Fellows will be starred in three pictures based on the famous best sellers, "Five Little Peppers," by Margaret Sidney Lothrop. Another important series, based on a film character whose popularity Columbia tested in previous productions, is "The Lone Wolf," based on the adventures of Louis Joseph Vance's popular hero. Warren William has been signed to star in two "Lone Wolf" vehicles.

Mrs. Martin (Osa) Johnson also will be represented on the schedule in a vehicle that will feature scenes of aborigines and jungle life for which the Johnson name has become famous. Further adventure will enhance the program with four Jack Holt productions.

Two Western Stars

Charles Starrett and Wild Bill Elliott again head the Columbia cowboy roster. There will be ten Charles Starrett vehicles with the Sons of the Pioneers aiding the star in a series of specially written stories. Wild Bill Elliott will appear in six action dramas written by outstanding authors.

In addition, Columbia will offer four serials: "The Shadow," based on the popular radio program; "Terry and the Pirates," adapted from the popular cartoon strip; "The Green Archer," from the famous novel by Edgar Wallace, celebrated writer of mystery novels; "Deadwood Dick," the far-famed dime-novel Western hero.

To supplement its long features, Columbia Pictures will offer a diversified line-up of single and two reel shorts. The two series of two-reel short subjects, 8 Three Stooge comedies, and 18 All Star comedies. The 12 series of single reel shorts include 16 Color Rhapsodies, 10 Phantasies, 6 Fables, 6 Fools Who Made History, 12 Screen Snapshots, 12 World of Sports, 8 Columbia Tours, 6 Washington Parades, 6 Pals and Pets, 10 Community Sings, 6 Famous Moments of Comedy, 6 Cinescopes are listed so far.

CRANE WILBUR ★ DIRECTOR

HOLLYWOOD REPORTER:

"Crane Wilbur's direction is unwaveringly adept, indicating a keen regard for his material's possibilities and appreciation for its presentation requirements."

DAILY VARIETY:

"Crane Wilbur, making his feature-length director bow at Warners, delivers in every department, showing competent knowledge for both creative and mechanical sides of his trade."

★

SHOWMEN'S TRADE REVIEW:

"Outstanding: Crane Wilbur's direction."

N. Y. TIMES:

"Admirably directed."

"THE MAN WHO DARED"

A WARNER BROS. FEATURE PRODUCTION

WILLIAM A. SEITER

DIRECTOR

Just Completed

"SUSANNAH OF THE MOUNTIES"

20th CENTURY-FOX

MGM Has a Versatile Schedule

AT MGM's 15th anniversary sales convention in Chicago, last March, a record studio budget was appropriated to produce only big scale pictures during 1939-40. Emphasis was directed at M-G-M's open covenant sales policy, at the imposing roster of established box office stars under contract, at the long list of important play and story properties from which the new schedule will be drawn, at the talented directors, feature players and writers whose services will be available to the studio.



Louis B. Mayer

The largest advertising appropriation in M-G-M's annals was announced. Over $2,500,000 will be spent and every sizeable city in the United States, regardless of whether the theatres are affiliated or independent, will be benefited. Newspapers will receive greater emphasis than the last year, when over a million dollars was spent in that medium.

Since then, new top-ranking stars have been signed, additional valuable story properties acquired—all with an eye toward the most widely versatile schedule ever planned by the Culver City organization: 44 to 52 pictures embracing every type of production, from comedy through drama, biography, musical, sports, spectacle and adventure.

The program's tremendous scope is indicated by those of the 1939-40 films already under way. Nearing completion is "The Wizard of Oz," in Technicolor, from a celebrated book, headlined by Judy Garland, Frank Morgan, Ray Bolger and Jack Haley.

Work has started on "It Can't Happen Here," the highly provocative novel by Sinclair Lewis which was on best seller lists for many months, with Lewis Stone as Doremus Jessup.

An example of the musicals is "Babes in Arms," based on the Broadway smash success by Rodgers and Hart, and brought to the screen with an array of talent including Mickey Rooney, Judy Garland, Betty Jaynes, June Preisser and Douglas McPhail.

Clare Boothe's satiric comedy, "The Women," which ran two years on Broadway and was uniformly successful in a country-wide tour, is being translated to the screen with an all-feminine cast headed by Norma Shearer, Joan Crawford and Rosalind Russell.

Location work has started on "Northwest Passage," co-starring Spencer Tracy and Robert Taylor in Kenneth Roberts' story, another M-G-M property that enthused the nation's book critics and reading public.

This, then, is the record of work in progress—and it is the imposing standard to which the balance of the program is being shaped to adhere.

There will be further "Hardy Family" and "Dr. Kildare" pictures, continuing the high calibre by which these two series have established themselves. Their success has prompted announcement of another series, "American Newlyweds," dealing with the adventures of a typical young married American couple. Another "Thin Man" film is on the schedule, with William Powell and Myrna Loy again portraying Dashiell Hammett's popular characters, the Nick Charleses.

British production will continue, with Robert Montgomery to star in two pictures, "The Earl of Chicago" and "Busman's Holiday."

The entire roster of stories from which the program will be drawn is much too numerous to be set down here in its entirety. At random, among musicals, there are "Banjo Eyes," in which Eddie Cantor will make his M-G-M debut; "Broadway Melody of 1940," teaming for the first time Fred Astaire and Eleanor Powell; "Ziegfeld Follies"; "Balalaika," with Nelson Eddy and Ilona Massey; "Smilin' Thru," with Jeannette MacDonald; "Lover Come Back to Me," co-starring Eddy with Miss MacDonald.

Among the biographical productions will be "Madame Curie," with Greta Garbo portraying the discoverer of radium, and "The Life Story of Thomas Edison," with Spencer Tracy and Mickey Rooney playing Edison as man and boy, respectively.

"Quo Vadis," the famous Sienkiewicz work, is planned on the same scale as "Ben-Hur." The Marx Brothers will appear in "A Day at the Circus" and "Go West"; Clark Gable and Myrna Loy in "The Great Canadian," a story of the American hockey circuit; Edward G. Robinson in "Blackmail"; Robert Donat in "Ruined City," based on the novel "Kindling"; Margaret Sullavan and James Stewart in "Shop Around the Corner," a Lubitsch production; Wallace Beery in "Thunder Afloat"; Hedy Lamarr, with Robert Taylor and Miliza Korjus in "Guns and Fiddles."

Eighteen experienced producers will supervise these and other productions through their physical phases to the finished, polished photoplay entertainment.

At Culver City, gigantic strides forward have been made in the technical field. Improvements in sound, color, photography and make-up are being constantly put into use to benefit the exhibitor and the country's 88,000,000 weekly paying customers.

IRVING CUMMINGS

DIRECTOR

CURRENT RELEASE

"THE STORY OF ALEXANDER GRAHAM BELL"

NOW SHOOTING

"FALLING STARS"

A Cavalcade of Hollywood

UNDER CONTRACT TO 20TH CENTURY-FOX



JOHN
M.
STAHL

Action Is Keynote of Monogram

THE aftermath of the most enthusiastic convention in the history of Monogram reveals that the company is headed for its biggest year. Resulting from pledges given by the sales, production and executive forces to eclipse all past records, the new Monogram enters its third year with banners flying high. As usual Monogram will rely on action.



Scott R. Dunlap

Heading the player roster is Jackie Cooper, who will star in one picture for Monogram next year. Cooper, as a result of "Gangster's Boy," "Streets of New York" and his other screen appearances, is a top rank marquee name and has a loyal following of fans. Continuing as star of the James Lee Wong Chinese detective mysteries is Boris Karloff who will be starred in four Mr. Wong melodramas in '39-'40. John Trent, Frankie Darro, Jean Parker, Fay Wray, Marcia Mae Jones, Jackie Moran, Movita, John Carroll, and Martin Spellman, the new juvenile discovery, are among the personalities who will flicker in Monogram productions during the coming year, in addition to various other name players, who will be cast in important pictures as often as possible. In the western field, Monogram continues with Tex Ritter, singing western star, and Jack Randall, action cowboy star, corralling their share of the outdoor epic addicts. In addition, the company will release eight reissues starring John Wayne, who scored in "Stagecoach."

Plans are to release fifty-four pictures, of which twenty-four will be western films. The thirty feature productions are divided into three classifications—six W. Ray Johnston anniversary specials, twelve box office attractions, and twelve showman's success series. The Jackie Cooper production heads the list of six Johnston specials, and among the other extra-budget pictures in this group are "Rip Van Winkle," based on the famous tale by Washington Irving, which will feature an established star and the world's most famous midgets; "His Father's Son," the *American Magazine* story, read by more than 10,000,000; "Queen of the Yukon," Jack London's roaring action drama of the Northland; "Son of the Navy," by Grover Jones and True Boardman, Jr., which was enacted over the Silver Theatre of the air with Ginger Rogers in the starring role; and "Under Northern Lights," a drama featuring the immortal melodies of Charles Wakefield Cadman.

Monogram will also present four Wong mysteries, starring Boris Karloff; four "Tailspin Tommy" pictures based on the famous comic strip which appears in over two hundred and fifty newspapers, starring John Trent; four Frankie Darro action dramas, with the popular young star; and four pictures of today's American youth with Marcia Mae Jones and Jackie Moran co-starred.

The company considers its outlook bright because its manpower, east and west, is considered among the shrewdest in the industry. The home office triumvirate of W. Ray Johnston, Edward Golden and George W. Weeks, represents seasoned executive veterans, familiar with exhibitor problems. On the west coast is Scott R. Dunlap, a producer who has always been identified with showmanship in motion picture production, and he is surrounded by live wire associates including E. B. Derr, Paul Malvern, William Lackey, Edward Finney and Frank Melford.



Sweetheart Team

Movita and John Carroll, in a scene from "Wolf Call", current Monogram release. They will appear together again in several pictures for release in the new season.

ROY

DEL RUTH

NOW DIRECTING

"THE STAR MAKER"

* PARAMOUNT

* COURTESY 20th CENTURY-FOX



HARRY

★ ★

1939-40

4 "HOPALONG CASSIDY" 4

FEATURES

★

2 "HOPALONG CASSIDY" 2

SPECIALS

★

2 ZANE GREY 2

FEATURES

"KNIGHTS OF THE RANGE"
"THE LIGHT OF WESTERN STARS"

SHERMAN PRODUCTIONS

★ ★

PROGRAM

1 SPECIAL 1

"THE DOUBLE DYED DECEIVER"

O'HENRY STORY

WITH

TITO GUIZAR—GALE SONDERGAARD—EMMA DUNN
JANE CLAYTON—ALAN MOWBRAY

Directed by ED D. VENTURINI

★

1 SPECIAL—REX BEACH'S 1

"THE NE'ER DO WELL"

With An All Star Cast

Paramount Pictures



WILLIAM BOYD

Starting Fifth Year As "Hopalong Cassidy"

for Paramount Release

Paramount Increases Star Power

WITH the Paramount national sales convention opening next Thursday in Hollywood, Barney Balaban, president of Paramount, has confirmed his earlier announcement that Paramount would release approximately 60 pictures during the 1939-40 season.



William Le Baron

During his recent visit to the studio Balaban paid high tribute to studio heads Y. Frank Freeman and William Le Baron for the progress Paramount has made and the high level of pictures completed, now before the cameras and planned for the new season.

"Mr. Freeman and Mr. Le Baron as well as the studio's entire personnel deserve great credit for the high entertainment value of the new Paramount product and the efficiency with which it is being produced," Balaban said. "Because of the highly satisfactory condition of our studio it is with great confidence that I say Paramount's program for the coming season will reach a new high in entertainment and box office value. Specifically, Paramount production plans as formulated call for approximately 60 pictures, the bulk of which will be produced at the Hollywood studio."

Already the company is farther ahead with next season's production program than it has ever been at this date in the history of the company. Among the important pictures already completed for the 1939-40 program are the William A. Wellman production "Beau Geste" starring Gary Cooper, Ray Milland and Robert Preston; "What A Life" a screen version of the popular Broadway stage play starring Jackie Cooper and Betty Field; another screen version of a popular stage play "The Cat And The Canary" co-starring Bob Hope and Paulette Goddard; and "Geronimo" the epic story of the Apache raider which features such favorites as Preston Foster, Ellen Drew, Andy Devine and Ralph Morgan.

In addition to the four completed productions above there are eight pictures on the new season's program now in production or scheduled to start within the next few weeks. This group includes: Rudyard Kipling's famous novel "The Light That Failed" which stars Ronald Colman with Ida Lupino under the direction of William A. Wellman; "Ruler of the Seas" a Frank Lloyd production starring Douglas Fairbanks, Jr., Will Fyffe and Margaret Lockwood; a screen version of the Lloyd C. Douglas best-seller "Disputed Passage" starring Dorothy Lamour, Akim Tamiroff, John Howard and Judith Barrett with Frank Borzage directing; "The Double Dyed Deceiver" an O. Henry story with Tito Guizar, Jane Clayton, Gale Sondergaard, Alan Mowbray under the direction of Ed Venturini; "Are Husbands Necessary?" co-starring Madeleine Carroll and Fred MacMurray with Edward H. Griffith directing; "Dr. Cyclops" featuring Janice Logan in a Dale Van Every production directed by Ernest B. Schoedsack; "Heaven on a Shoestring" co-starring Pat O'Brien and Olympe Bradna with Lewis Milestone directing and "Casey Jones" a forthcoming Bob Burns starring vehicle.

Included in the outside product Paramount has secured for the new season's release will be two Charles Laughton productions. The success the company has had with "The Beachcomber" has convinced executives that Laughton is a big drawing card in this country. The two Laughton pictures already completed are "London After Dark" with Vivian Leigh, the Scarlett O'Hara of "Gone With The Wind" and Daphne Du Maurier's "Jamaica Inn" which was directed by Alfred Hitchcock. Also nearing completion is "French Without Tears," the big English stage success now being filmed in London with Ray Milland and Ellen Drew.

Other product made outside will include Harry Sherman's highly successful Hopalong Cassidy series. Exhibitors all over the country acclaim the popularity of this series and for the new year Paramount's program will contain another group of these successful westerns starring William Boyd.

The company is definitely committed to an aggressive policy of developing new box office names for the screen. With the wholehearted approval of the home office Y. Frank Freeman and William Le Baron have selected 14 younger players from the company's talent roster to be known as the "Golden Circle" group which include Joseph Allan, Muriel Angelus, Judith Barrett, Louise Campbell, Ellen Drew, Betty Field, Susan Hayward, William Henry, William Holden, Evelyn Keyes, Janice Logan, Joyce Mathews, Patricia Morison and Robert Preston. These young players, all evidencing unusual promise, will be cast in important roles.

In addition to the feature productions scheduled for the 1939-40 program Paramount will also release the forthcoming Max Fleischer Technicolor feature cartoon "Gulliver's Travels." This feature cartoon is now in production at the Fleischer Studios in Miami and is scheduled to be completed for Christmas release.

NATE WATT
DIRECTOR

In Production

Newest "Hopalong Cassidy" Special

"ARGENTINA"

A
HARRY SHERMAN
PRODUCTION

ED. D. VENTURINI
DIRECTOR

NOW SHOOTING

"THE DOUBLE DYED DECEIVER"

With

TITO GUIZAR—GALE SONDERGAARD

EMMA DUNN—JANE CLAYTON—ALAN MOWBRAY

RUSSELL HAYDEN

Third Year With

"HOPALONG CASSIDY" PICTURES

As

"LUCKY"

●

Thanks to
Harry Sherman
and
William Boyd

Also
2 Zane Grey
Features
For 1939-40



"Lawful Outlaws," with William Boyd, Russell Hayden, Betty Moran, Pedro De Cordoba, Britt Wood and Francis McDonald. Directed by Lesley Selander.
A Harry Sherman Production. A Paramount Picture.

HARRY S. WEBB

President

METROPOLITAN PICTURES CORP.

PRESENTS

8 BOB STEELE* ACTION WESTERNS

COMPLETED

"FEUD OF THE RANGE"
"SMOKY TRAILS"

IN CUTTING ROOM

"MESQUITE BUCKAROO"

IN PRODUCTION

"RIDERS OF THE SAGE"

*These are a new series and are NOT to be confused with RE-ISSUES

8 MELO-PLAYS with ALL-STAR CAST

COMPLETED

"DAUGHTER OF THE TONG"
"PORT OF HATE"

PREPARING

"MISSING BLONDES"
"SHEIK OF STAMBOUL"

HARRY S. WEBB
Metropolitan Pictures Corp.
5106 Hollywood Blvd., Hollywood, Calif.

WILLIAM STEINER
Salesmanager
733 Seventh Ave., New York City

WE ARE NOT PROMISING — BUT DELIVERING

RKO Rushes Balance of Program

WITH all the sound stages at the Hollywood studio running full blast, RKO Radio Pictures, under the guidance of Pandro S. Berman, vice-president in charge of production and President George Schaefer is driving along at top speed to complete the pictures still scheduled for release on its 1938-39 program. This list is headed by such productions as "Little Mother," (tentative title) starring Ginger Rogers and David Niven; "Memory of Love," (tentative title) co-starring Carole Lombard, Cary Grant and Kay Francis and "My Fifth Avenue Girl," with Ginger Rogers, in the stellar role.



Geo. J. Schaefer

"Little Mother" is being scored and edited; "Memory of Love" will be completed in July. Of the others on the schedule, six are in the cutting rooms; eight are in production and three still are awaiting a call to begin filming.

"Little Mother" is a comedy revolving around a girl who works in a department store and who, through a series of strange circumstances, comes into the possession of a foundling child. Even her landlady is convinced the child is hers, and the efforts of all her well-meaning friends to make her acknowledge the youngster, is the basis of the plot.

Garson Kanin, who won national acclaim for "A Man to Remember" megaphoned the picture. B. F. DeSylva was the producer.

"Memory of Love," deals with the right to happiness of a man who is married in name only, and of the woman who loves him but would sacrifice that love to avoid breaking up his home. The film is based on Bessie Breuer's novel of the same name. John Cromwell is the director, with George Haight as the associate producer.

For "My Fifth Avenue Girl" Gregory La Cava will function as producer-director and Morrie Ryskin is writing the screen play.

"The Rookie Cop" features Tim Holt, son of the screen star, Jack Holt; 11-year-old Virginia Weidler, Janet Shaw and Ace, the Wonder Dog. David Howard directed, with Bert Gilroy. It demonstrates crime detection through trained police dogs.

"Panama Lady" has Lucille Ball and Allan Lane in the leading roles, and is laid in the jungles of Central America. It deals with the romance between a young cabaret entertainer and a two-fisted oil prospector who become involved in a murder. Michael Kanin wrote the screen play from a story by Garret Fort. The producer was Cliff Reid, with Jack Hively directing.

"The Girl From Mexico," is a fast-moving comedy featuring Lupe Velez, and tells the experiences of a young Mexican singer who comes to the United States to appear on a radio program and falls in love with the young executive who discovered her. Leslie Goodwins directed, with Robert Sisk as the producer.

Leo Carrillo, Steffi Duna and Tim Holt head "The Girl and the Gambler," which was adapted to the screen by Joseph Fields from a play by Willard Mack. The triangular romance between a Mexican dancing girl, a young American gambler and a Mexican Robin Hood who robs the rich to aid the poor, forms the plot. Lew Landers directed and Cliff Reid produced this film soon to be released.

"Five Came Back" is a dramatic offering. It deals with the plight of a group of persons trapped in an impenetrable tropic jungle by the crash of their plane. Only five can escape when the one motor of the plane finally is repaired, the others having to remain and face certain death. The responsibility of chosing the five brings abou the climax. John Farrow directed, with Robert Sisk as the producer.

"Career" features Anne Shirley and Edward Ellis and introduces to theatre audiences the two finalists in the "Gateway to Hollywood" talent search carried over the air by Jesse L. Lasky. John Archer and Alice Eden, the two young people selected, have the second leads in the picture. The picture is a cross section of domestic and social drama in a small mid-Western town. Leigh Jason directed, with Robert Sisk as the producer.

"The Spellbinder" features Lee Tracy in the role of a criminal lawyer who becomes enmeshed in his own crooked ethics and has to kill a murderer who has married his daughter for protection. Jack Hively is directing with Cliff Reid producing.

"Bad Lands" is a unique picture in that it has an entire male cast. It is laid in 1875 in Arizona and tells the story of a sheriff's posse which is trapped by the Indians and is wiped out, all but one man. The film is from an original story by Clarence Upson Young. Lew Landers will direct.

"Way Down South" starring Bob Breen, is an original story by Clarence Muse and Langston Hughes. It features the Hall Johnson Choir. It is laid in the Old South in 1850. Bernard Vorhaus directed with Sol Lesser as the producer.

"ROSE OF WASHINGTON SQUARE"

Directed by

GREGORY RATOFF

UNDER CONTRACT TO 20th CENTURY-FOX

IN THE EDITOR'S MAIL BAG

Editor, SHOWMEN'S TRADE REVIEW:

I received the material you sent me concerning Clean Theatres and rest rooms, and I appreciate very much this favor.

I know I will be able to get a good many helpful ideas from this material you sent me in preparing my talk for our Convention.

Very truly yours,
(signed) *J. P. Harrison, Mgr.*
Texas Theatre,
Denton, Tex.

Editor, SHOWMEN'S TRADE REVIEW:

There has, of course, been much comment on shorts taking the place of giveaways. But in our particular case we believe the giveaways have the biggest draw, especially where it is actual cash being given away. In our opinion and experience shorts do not help to fill your house, for it is the feature which actually does the drawing. But shorts do help to make a more enjoyable program for the customer after he is in the house. However, the first consideration is to get the customer in the house and then take precautions to see that your program is so arranged as to please.

Ideas on getting the customers to come in are actually what help business.

West Virginia exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

In a city like Chicago the only hope for the subsequent run houses is for the whole city to go "single feature".

The double features have cut down the attendance. People who attended twice a week now are content to attend only once a week and many times as seldom as once in two weeks.

If the aggregate attendance of the city was checked for one week now, against the same week three years ago when singles prevailed, you would find quite a difference in attendance, deducting, of course, a reasonable amount due to having Bank Nite three years ago.

Chicago neighborhood theatre

Editor, SHOWMEN'S TRADE REVIEW:

We play doubles on Fridays and Saturdays almost every week—sometimes on Wednesdays and Thursdays. Sundays, Mondays and Tuesdays we play our best pictures.

The Sunday, Monday and Tuesday crowd like novelties, oddities, March of Time, news and sport shorts. The Friday and Saturday crowd likes slapstick, a good comedy when we can find one and sports and cartoons.

I do not think that ten short subjects a year get us extra money. They are merely fillers.

New York State exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

It comes to my mind . . . that this would be a good time to voice my one criticism of trailers. I watch them closely, of course, and I am impressed with the intelligence of the producers of these trailers that is mirrored in their finished product.

I suggest, however, that they should not assume that the greater part of theatre audiences are as intelligent as they are and that they give special attention to the meaning of the picture title. For instance, take the trailer on "The Citadel". How I would have appreciated a flash of a page from a dictionary with the definition of this word ringed with pencil and a voice that **definitely stressed** the pronunciation of this word. My patrons ran me ragged for the definition and pronunciation.

Indiana exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

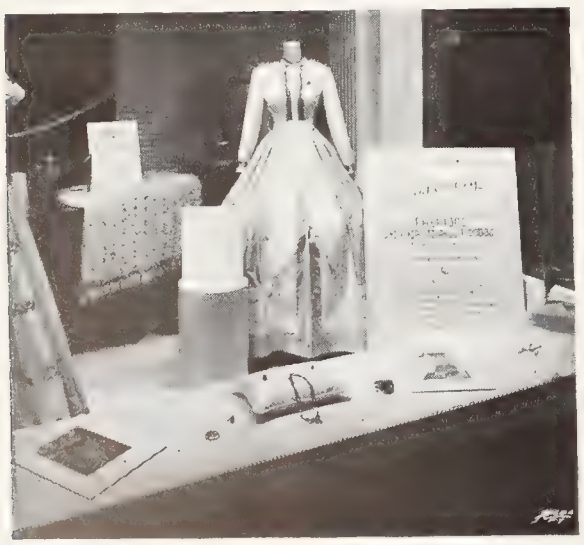
What can we do to eliminate in the public mind the thought that every bill on which two features appear is weaker than when a single feature is shown? . . . even if *both* of the features are so to speak Class "A"?

Here in this city that idea is firmly fixed, not only in our theatre but in *all* the first runs. If we can devise some method of making John Q. Public believe that *two* features are given them for the entertaining qualities they possess and *not* because one is weak and the other only fair, then we will eliminate the bugaboo that is almost an obsession.

From personal contact and from what our staff tells us, the great majority of the patrons *want* but *one* picture and some astutely selected shorts. They sit resignedly through double features but frequently we can tell from the phone calls our cashiers receive that they want the starting time of but *one* of the features on a double bill and discard the other entirely, although they could see it for the single price of admission.

Kindest regards.

Large Ohio city



Window Devoted to "Juarez"

The Fifth Avenue window of the Singer Sewing Machine Company is devoted exclusively to a display of material from the Warner Brothers production, "Juarez," now playing as a road show in New York. In the display is an original costume worn by Bette Davis in the picture.

"Wrong Way" Stunts Highlight Campaign on "Flying Irishman"

After the manner of Doug Corrigan's wrong-way flight to Ireland, Manager Harry Storin of the Paramount Theatre, Springfield, Mass., used a number of "wrong way" stunts in his big campaign on "The Flying Irishman." Reverse, wrong-way copy was used in part in newspaper advertising; title was spelled the wrong way on lobby posters; merchandise was placed upside down in store display. The house organist started to play the wrong way and then used verbal gags with the stunt, while the initial words in the radio plugs were read backwards.

For St. Patrick's Day, Storin gave green carnations to the first one hundred feminine patrons, with compliments of Doug Corrigan. Cut-out boards in all the outer lobby doors were in the shape of shamrocks, painted green with white and gold lettering.

"Wuthering Heights" Gets Impressive N. Y. Campaign

Keyed to stress the importance of the picture, the exploitation, publicity and advertising campaign worked out by United Artists for the engagement of "Wuthering Heights" at the Rivoli, New York, was one of the most thorough drives engineered on any production in many years.

With current women's fashions swinging back to the period covered in the film story, a wide channel was opened through which many department store tieups were effected. Equal stress was laid upon tieups stemming from the position held by this famous Emily Bronte novel as one of the world's literary classics.

First among the exploitation tieups was arranged with Saks Fifth Avenue, in which they gave their best window to a display of the original wedding gown worn by Merle Oberon in the film. Inside the store four additional displays were devoted to other costumes. Miss Oberon did some personal shopping at the store and they took a 1,400-line ad in *The New York Times* announcing it, with credit to the picture. Further, they held an elaborate fashion show for the women's page editors of the metropolitan papers and syndicates to exhibit their adaptations of Miss Oberon's costumes.

W. & J. Sloane, home furnishings house, made reproductions of the interior sets from the film for their Fifth Ave. windows.

Attention was centered upon the literary classic angle of the motion picture story through tieups with Scribner's Sons, book publishers, in which they made up a display centering upon rare first editions of the Bronte Sisters' works. Large size displays were placed in all city libraries, high schools and elementary schools as well as at Columbia University to popularize the novel, and windows were devoted to the popular-priced reprint editions of the book by the large chain drug stores.

Many Unusual Angles

Highlighted in the intensive publicity drive for the picture were many unusual angles that brought it to the attention of almost everyone who reads or listens to the radio. Topping the breaks were those arising from the visit of Miss Oberon, the star, and William Wyler, the director, to New York in advance of the opening. A cocktail party was given for them that drew nationwide attention when James Roosevelt poured tea for Miss Oberon.

Both Miss Oberon and Mr. Wyler were interviewed by all New York newspapers and national news associations.

The story of "Wuthering Heights" was forcefully brought home to more than 23,000,000 radio listeners when Miss Oberon appeared as guest star on the popular Kate Smith Hour in an effective dramatization of the film.

Both the local and national advertising campaigns stressed the immortal love story of the novel, and how it had been brought to the screen.

To bolster the engagements of the film in major cities throughout the country, an intense national ad campaign was used with full-page color insertions appearing in *The American Weekly, The Saturday Evening Post, Collier's, Life, Ladies' Home Journal, Cosmopolitan* and *McCall's.*

Tie-up Copy on Menus

For "Down on the Farm," Manager R. Kennedy, of the Hamilton Theatre, Chicago, arranged to place on menus of local restaurants the following copy: "Our food is as wholesome as that 'Down on the Farm'. See the Jones Family in 'Down on the Farm', etc."

Bigger Pictures From Republic

ONE swallow doesn't make a Spring, but one picture can be the making of a motion picture company.

The histories of the present major producing companies are marked at some spot by a big picture which changed immediately its status. In this business, which operates practically on the confidence the exhibitor has in the producer, this one picture acts as a "convincer."



M. J. Siegel

Many of the major companies today that boast a program featuring the highest priced stars in stories and plays from hands of world-renowned authors and dramatists, with production costs running into the multiple millions, were small struggling corporate entities, harassed by problems of finance and distribution, until that "lone" picture. What "Seventh Heaven," "Big Parade," "Covered Wagon," "The Jazz Singer," "All Quiet on the Western Front" and "It Happened One Night" meant to their respective producers, it is expected "Man Of Conquest" will mean to Republic.

"Man Of Conquest" has proved most definitely that Republic can produce pictures of top ranking quality, and this will open many doors previously closed to the youngest producing company in the business. No longer will "name" talent be unavailable. No longer will Republic's program go unconsidered for the best of playing time. Since the inception of the organization, little more than four years ago, the company admittedly had few showings of its films in top spots in "A" houses throughout the country. Its specialty has been serials, westerns, and the "crime doesn't pay" type of attraction.

Republic, though a young company comparatively speaking, is guided by experienced hands, who are well aware of Republic's prime position of the moment, and intend to make the most of it.

For the 1939-40 season, Republic is launching an impressive program, which will feature first line box-office names in outstanding story properties by recognized authors, backed by increased production budgets. The list of story properties for the forthcoming season includes works of Sinclair Lewis, W. R. Burnett, Achmed Abdullah, Peter B. Kyne, Mark Twain, Martin Mooney, Jack London, Vicki Baum, R. D'Ennery, Beth Brown and many other leading writers.

As previously announced, Republic is dropping from next year's line-up its Showmen's group of pictures which constituted its lower classification films. The budgets that were formerly set up for this group will be shifted to the westerns. There will be four DeLuxe productions to cost not less than $750,000 each, and six Anniversary Specials set for individual budgets of $250,000. The rest of the product will follow in line with similar production increases.

Relations have developed whereby contract players of other companies will be available on "loan-out" agreements, and the long list of exclusive free lance players, hitherto unwilling to appear on Republic's lot, is theirs from which to pick and choose.



She Looks Intriguing

Jean Parker and Phil Regan in "Laughing Irish Eyes" now being edited for early release by Republic. It is a 1938-39 release.

The company's success in the building of a serial and western program coupled with the experience gathered during the last few years of production and distribution of feature releases, has brought about a complete knowledge of what the fans want.

Its studios, recently purchased at the cost of close to a half million, are modern and well equipped. All of which points to one fact. Republic is ready, willing and able to come to the front this year with an outstanding program that should permanently establish the company as "the independent major organization."

SOL C. SIEGEL

Producer

"MAN OF CONQUEST"

REPUBLIC PICTURES



BOB BREEN

1939

"WAY DOWN SOUTH"
"BOY WHO CRIED WOLF"

1940

"MASTER SKYLARK"
"THE OPEN ROAD"
"ALL WIRES DOWN"

PRINCIPAL PRODUCTIONS—RELEASED BY RKO-RADIO

under contract to RKO-Radio Pictures

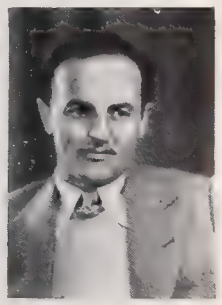
IN PREPARATION

"THE DAY THE BOOKIES WEPT"

Joe Connor

History-Biography for 20th-Fox

HEADED by such spectacles as "The Rains Came", "Stanley and Livingstone", "Falling Stars", "Brigham Young" and "Drums Along The Mohawk", the complete roster of pictures to be made by Twentieth Century-Fox is the most ambitious in that company's history. All these big pictures will be personally supervised by Darryl F. Zanuck including those to be released as Cosmopolitan Productions. And Sol Wurtzel will also continue producing The Jones Family, Mr. Moto, Charlie Chan and the Jane Withers releases, reinforced by higher production budgets and bigger "name" casts.



Darryl Zanuck

The acclaim with which historical and biographical films have been received during the last year has prompted Zanuck to include many more such films on his list for the coming season. Prominent among these both from the interest aroused by the subject matter and the care and expense which will go into the production are "Brigham Young," for which Louis Bromfield, author of "The Rains Came" is now preparing the script, "Steinmetz the Great", "The Story of Lillian Russell" and "Belle Starr."

The forthcoming months will also see three Shirley Temple pictures and three Sonja Henie pictures. The first of each group is now in the cutting rooms, almost ready for release. The next Temple vehicle will be "Susannah of the Mounties", which features Randolph Scott, Margaret Lockwood and J. Farrell MacDonald. Her next two pictures will be "Lady Jane," and Maeterlinck's "Blue Bird." This last will be made in Technicolor.

Sonja Henie's next picture, being readied for early release, is "Second Fiddle." With songs by Irving Berlin and such players as Tyrone Power, Rudy Vallee, and Mary Healy in the cast, "Second Fiddle" will be one of the most lavish productions ever made for the blonde queen of the ice. Her next picture after "Second Fiddle" will be "Everything Happens at Night", an adventure story which will probably command the services of both Tyrone Power and Richard Greene to form a topnotch romantic triangle. Her third venture selected for the forthcoming season is as yet untitled. But the story, by the late S. S. Van Dine, will be in the form of a Philo Vance mystery.

Now in production is another important Twentieth Century-Fox release, "The Rains Came." This picture has a cast including Tyrone Power, George Brent, Myrna Loy, Henry Travers, Maria Ouspenskaya, Joseph Schildkraut, Laura Hope Crewes and one of Zanuck's "finds," Brenda Joyce.

Also before the cameras is "Elsa Maxwell's Hotel for Women", featuring the internationally famous hostess, Elsa Maxwell, herself; Linda Darnell, another Zanuck discovery; Ann Sothern, Jimmy Ellison, Joyce Compton, Alan Dinehart and many others.

Another spectacle, one which has been in preparation for over three years is "Stanley and Livingstone", with Spencer Tracy, Sir Cedric Hardwicke, Nancy Kelly, Richard Greene, Walter Brennan and Henry Hull for November release.

A month or so earlier "Drums Along the Mohawk" with Claudette Colbert and Henry Fonda will be delivered to audiences throughout the land. Based on the best-selling novel by Walter D. Edmonds, the picture deals with early Colonial days.

An even more famous novel is also the property of Twentieth Century-Fox and will go into production as soon as Nunnally Johnson, who is also going to act as associate producer, puts it in screen play form. It is John Steinbeck's thrilling and vital "The Grapes of Wrath."

Other productions slated for the coming year are: "Say It With Music", an Irving Berlin special which will include many of the most famous of the songs of that master of popular melody including, "Always", "Lady of the Evening", "My Wife's Gone to the Country" and "Because I Love You", a new version, all in Technicolor, of "The Mark of Zorro" with Tyrone Power probably in the leading role; "The Khyber Rifles", dealing, as the title suggests, with the frontier of India. It is based on a novel by Talbot Mundy dealing with the India of twenty years ago, but posing problems that are equally vital today; "Maryland", another Technicolor picture about trotting horses; "Johnny Apollo" which will be Tyrone Power's next picture after "The Rains Came"; "Here I Am A Stranger", a strong drama of college life with Richard Greene and Nancy Kelly in the romantic leads; "Scotland Yard", history of that celebrated institution produced on a scale similar to "Lloyds of London"; "The Adventures of Sherlock Holmes" with Basil Rathbone and Nigel Bruce taking again the roles they played in "The Hound of the Baskervilles".

WALTER BULLOCK

SALLY, IRENE AND MARY

HAPPY LANDING

LITTLE MISS BROADWAY

JUST AROUND THE CORNER

THE LITTLE PRINCESS

WIFE, HUSBAND & FRIEND

THE THREE MUSKETEERS

LADY JANE

20th CENTURY FOX

Planned Release Dates for UA

WITH eleven of the industry's outstanding producers scheduled to contribute a total of from 28 to 32 pictures to its 1939-40 program, United Artists will enter its 20th Anniversary year with every prospect of it being the most successful season in the company's history.



Murray Silverstone

Advance estimates reveal that more than $25,000,000 will be spent by the company's producer roster in making the United Artists releases for the coming year.

In formulating plans for the 1939-40 season especial emphasis was placed on a schedule of "planned release dates" that will bring the company's outstanding pictures to the exhibitor in a steady flow through the 12 months of the year. This practice, it is expected, will free the industry, in part, from boxoffice "drought months" when big productions are not available for showings.

To back up its pictures with an advance audience, United Artists plans to undertake the largest advertising and exploitation campaign in its history, appropriating more than $3,000,000 for newspaper, national magazine and fan magazine advertising. Placing of the copy will be timed to coincide with the greatest number of playdates throughout the country in order to yield to the exhibitor the greatest publicity value from the drive.

Included in the list of producers whose films will be released by United Artists during the coming year are eight who have been associated with the company in the past. They are David O. Selznick, Charles Chaplin, Samuel Goldwyn. Alexander Korda, Douglas Fairbanks, Walter Wanger, Hal Roach and Edward Small. To this group have been added three newcomers to the company's releasing operations. They are David L. Loew, Sol Lesser and Ernst Lubitsch.

David O. Selznick will contribute three pictures to the schedule: "Intermezzo," starring Leslie Howard; "Rebecca," to be directed by Alfred Hitchcock, and an as yet untitled production.

For the first time in more than three years Charlie Chaplin will again be represented on the United Artists schedule. He will make "The Dictators," which will be written, directed and produced by himself as well as supplying Chaplin with his first speaking role.

Scheduled for early release are two films from Samuel Goldwyn Studios: "Music School," introducing Jascha Heifetz, and "The Real Glory," starring Gary Cooper and Andrea Leeds.

A strong selling point is found for the company and exhibitor alike in the plans of Alexandra Korda to make all five of his new season films in Technicolor. They are "Four Feathers," "Over the Moon," starring Merle Oberon: "The Thief of Bagdad," with Sabu; "Sinner," a Merle Oberon starring vehicle, and "The Jungle Boy," starring Sabu.

Six pictures will be contributed by Walter Wanger, including "Winter Carnival," starring Ann Sheridan; "House Across The Bay," with a cast headed by Joan Bennett; and four untitled productions. Of these one will be an original story by Gene Towne and Graham Baker, and another will be a fictionization of the current outstanding Vincent Sheean novel.

Entering their second year in the United Artists' ranks will be Edward Small and Hal Roach.

From the Hal Roach Studios will come "The Housekeeper's Daughter," starring Joan Bennett and Adolphe Menjou; "Of Mice and Men," the outstanding novel and stage play; "1,000,000 B.C.," "Caption Caution," and a filmization of a Thorne Smith novel. Roach will also produce a group of four Stan Laurel-Oliver Hardy films.

Small will offer seven films: "Kit Carson," with Joel McCrea and Frances Dee; "My Son, My Son!" starring Louis Hayward; "Quantrill, the Raider," "Valentino," "South of Pago Pago," "Two Years Before the Mast" and "Food of the Gods."

Also returning to the company's roster is Douglas Fairbanks who will produce "The Californian," the story of Lola Montez, one of the most influential women in history.

Rounding out the company's schedule will be a dramatization of a famous stage play by David L. Loew, and an Ernst Lubitsch production to be presented by Sol Lesser.

This will be the largest lineup ever sold by United Artists. The company has always released the product of producers who felt that they would rather devote a long period to the filming of a few fine productions than to turn out a larger number, even though they had the facilities to do so. With more producers than ever before the company confidently expects to continue this policy.

FRANK McDONALD

DIRECTOR

•

Just Completed

"THEY ASKED FOR IT"

UNIVERSAL

Best Wishes

REPUBLIC PICTURES

John H. Auer

PRODUCER-DIRECTOR

Universal Relies on Flexibility

JUST about four weeks ago, at the annual sales convention, Nate Blumberg, president of Universal sounded the key-note for the company's new season, and already there have been at least two occasions when it became evident that he meant what he said.



Cliff Work

"We will continue the policy of flexibility in story material, in casting, in titles—to meet today's need!" was his message at the convention. Hardly a week later came the announcement from the Universal studios that Charles Boyer had been cast as a co-star with Irene Dunne in "The Modern Cinderella" so capitalizing upon the current box-office power of these two great stars.

Another instance came about but a few days later when the press of the entire country echoed the praise of a new baby star making her initial appearance in Bing Crosby's "East Side of Heaven." No one could have known that "Sandy" Henville, the new wonder baby, was going to figure in the company's plans at the time when the year's program was announced in 1938 for the simple reason that "Sandy" had not yet seen the light of day. But here she was, and without further ado, "Sandy" was cast in a new Mischa Auer picture to be released before this summer is over. From all reports, the picture should be one of the funniest comedies of the year—coming to the exhibitor during the summer months, when he needs good product the most.

For the 1939-40, this same plan of flexibility will be adhered to. Bigger pictures, with greater star attractions and outstanding direction will be had, of course. The company having gone through a successful year, is in position financially to step out.

To continue her amazing series of successes there will be two more Deanna Durbin productions, one of which will co-star Charles Boyer. Henry Koster will deliver "The Ocean Between." John M. Stahl, with a long record of box office successes to his credit is down for "The Bull by the Horns."

Joe Pasternak, in addition to the several other pictures he will make, is down for two of his own: one, starring James Stewart, with Mischa Auer already cast; and "The Under Pup," starring Nan Grey, Robert Cummings and little Gloria Jean, his latest singing find.

One each from the following group of stars is on the schedule: Irene Dunne, W. C. Fields, Bing Crosby, Danielle Darrieux in "Rio," Edgar Bergen and Charlie McCarthy (with Mortimer Snerd) and Margaret Sullavan.

Backing up this line-up are two pictures starring Jackie Cooper and Freddie Bartholomew; Basil Rathbone in "Tower of London" and "Victoria Docks at 8;" Jackie Cooper in "His Son;" "The Invisible Man Returns;" Boris Karloff and Bela Lugosi in "Friday the 13th;" two more in "The Family Next Door" series starring Hugh Herbert: two "Little Tough Guy" productions and "Return of the Skeik."

Richard Arlen and Andy Devine are to be teamed up in a series of seven action pictures, the first of which "Mutiny on the Blackhawk," is already nearly completed. Ben Pivar is producing this series. Sixteen "Marquee Pictures" are divided into groups of four exploitation production, four musicals and eight action pictures. And for the Westerns, there are seven pictures starring John Mack Brown with Bob Baker and Fuzzy Knight in support.

Again the policy of flexibility proved itself when Universal was able to contract with Harry Edington and his newly organized "Famous Productions" for three outstanding pictures during the year, bringing to Univeral, Douglas Fairbanks, Jr., in "Atlantic Cable," Cary Grant in the tentatively titled "Paris Streets" and an original screenplay by Francis Marion, "South of the Amazon," slated for a cast of stars of the first magnitude. And finally comes the first screen version of the famous Gilbert and Sullivan's "The Mikado" in Technicolor.

In the serial department, Universal has added to the announced "Oregon Trail," "The Phantom Creeps" with Bela Lugosi and "Buck Rogers Conquering the Universe" another 13 episode play that has been receiving a radio build-up during the past year, "The Green Hornet."

Color has been added to the Walter Lantz cartoons for the new year: the 2-reel musicals will be made at the Hollywood studios where there is no dearth of entertainment stars: there will be 15 each of the "Going Places" and "Stranger Than Fiction" series. A two-reel special "March of Freedom" takes advantage of the current fight against un-American "isms" and the 104 issues of the Universal Newsreel completes the years plans—but not without the thought that if opportunity for bettering even such a splendid program arises during the season, it will be done.

Horace MacMahon

Management
Samuel Arnow

WB Seeks To Oust Dual Bills

WARNER BROS. decision to make forty-eight pictures for next season rather than fitfy-two is laid to the company's plan to aid in the gradual elimination of the dual feature bill. This problem of double features is being met by the production of a substantial number of shorter features of the highest quality along the lines of the Technicolor subjects which the company has been releasing in its patriotic series of films. These shorter films will have at their disposal the best writers, directors and players and are planned as second features or added attractions.



Jack L. Warner

Each subject will entail at least as high a production budget as the average full-length 'B' film. They have already demonstrated their value to exhibitors over the country and the public acceptance of them as an appropriate accompaniment to 'A' pictures confirms the belief of Warner Bros. that they will eventually afford the answer to the problem of the double bill.

Plenty of Action Scheduled

Warner Bros. during the 1939-40 season intend to be more than ever a company of action. The very best talent and material will go into the making of the pictures scheduled. The era of the 'assembly-line' feature film is over, the company believes, and every Warner feature will be 'bench-made' by the most skilled and conscientious artisans.

The program calls for 48 pictures, 36 of which are classified as 'A' productions and 12 as 'B's'. Twenty-four of the 'A' productions will be top bracket pictures.

Paul Muni's next starring picture will be "The Life of Beethoven." There will be at least three starring vehicles for Bette Davis, three for James Cagney, three for Edward G. Robinson, three for Errol Flynn and three for John Garfield. Among the borrowed stars who will appear in Warner Bros.' pictures are Zorina, George Raft, James Stewart, Fred MacMurray, Jean Arthur and Miriam Hopkins.

Complete Product Lineup

The full lineup of pictures announced is as follows:

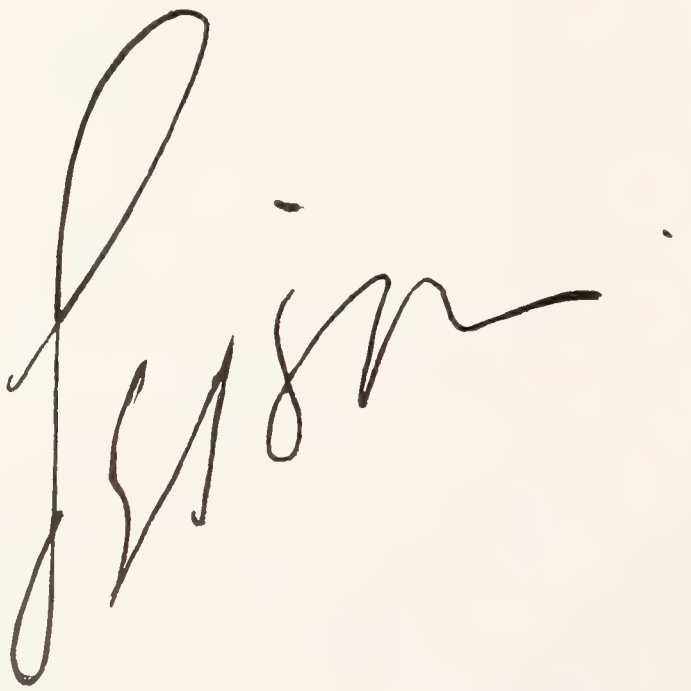
"The Life of Beethoven," starring Paul Muni; "The Sea Hawk," starring Errol Flynn with Olivia de Havilland; "The Lady and the Knight" starring Bette Davis and Errol Flynn; "All This and Heaven, Too" starring Bette Davis with George Brent; "The Old Maid" co-starring Bette Davis and Miriam Hopkins; "Brother Orchid" starring Edward G. Robinson; "The Moon and Sixpence" starring Edward G. Robinson; "Four Wives" starring the Lane Sisters, Gale Page, Jeffrey Lynn, Claude Rains, May Robson and Frank McHugh; "20,000 Years in Sing Sing" starring John Garfield and Ann Sheridan; "The Life of Knute Rockne"; "The Angels Wash Their Faces" with the Dead End Kids; "Episode" featuring Priscilla Lane and Jeffrey Lynn.

"On Your Toes" with Eddie Albert and Zorina; "You Can't Escape Forever"; "And It All Came True" with James Stewart, Ann Sheridan and Humphrey Bogart; "Dust Be My Destiny" starring John Garfield; "Disraeli" featuring Claude Rains; "The Desert Song"; "The Story of Dr. Ehrlich" starring Edward G. Robinson; "The Adventures of Don Juan" starring Errol Flynn; "Eyes of the Army"; "We Are Not Alone"; "Give Me a Child" with Geraldine Fitzgerald; "Forgive Us Our Trespasses" with John Garfield; "Three Cheers for the Irish" with Pat O'Brien; "The Dead End Kids at College"; "The Story of John Paul Jones" starring James Cagney; "Burning Daylight" from the Jack London story; "The Bishop Who Walked with God"; "Career Man" with Jeffrey Lynn and Ann Sheridan; "The Tanks are Coming" and "The World Moves On" starring James Cagney.

In addition there will be four "Torchy Blane" pictures; four "Nancy Drew" stories with Bonita Granville and Frank Thomas, Jr.; and four "Secret Service" pictures featuring Ronald Reagan. These will be the only program attractions.

Jack Warner Supervising

Each film will be given the utmost in production effort, and will be produced under the personal supervision of Jack L. Warner, vice-president in charge of production, and Hal B. Wallis, Executive Producer. Many of the films set for next year are already in work, so that they may have the advantage of a long and careful production, rather than be rushed through to meet a release schedule. The Warner line-up for the 1939-40 season will be literally 'bench-made' and no effort will be spared to make them the finest pictures on the market.



''MIDNIGHT''

Paramount Pictures

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

PARENTS ON TRIAL

Col. | Drama | Not Set

Selling Names: Jean Parker, Johnny Downs, Noah Beery, Jr., Linda Terry.
Director: Sam Nelson.
Assoc. Producer: Ralph Cohn.
Story Idea: Jean Parker meets Johnny Downs when the car she's driving crashes into his car. Jean is strongly attracted to Downs, but they are not permitted to see each other by selfish parents. In desperation, Downs breaks into Jean's home, but her dad has him arrested. The parents are contrite when they hear Downs sentenced, and straighten everything out to the satisfaction of the youngsters.
Catchline: "Many a child's future has been ruined by selfish parents."

MAN FROM SUNDOWN

Col. | Western | June 30

Selling Names: Charles Starrett, Iris Meredith.
Director: Sam Nelson.
Assoc. Producer: Harry L. Decker.
Story Idea: Charles Starrett and his Texas Rangers are looking for a gang of murderous outlaws who never leave anyone alive who later might identify them. Believing the outlaws in Cherokee, Starrett and his men assume new names and make friends with the gangsters, thereby getting the information necessary for their capture.
Catchline: "The toughest gang of murderers, but not to the Texas Rangers."

TIMBER STAMPEDE

RKO | Western | Not Set

Selling Names: George O'Brien, Marjorie Reynolds, Chill Wills.
Director: David Howard.
Producer: Bert Gilroy.
Story Idea: George O'Brien, a cattleman, tries to prevent Guy Usher, a railroad president, from running a railroad through the town and ruining the cattle business. He gets Marjorie Reynolds, a newspaper woman, to print the truth about Usher and his crooked methods and then after a dramatic gun battle has the crooks arrested.
Catchline: "He led the fight against the despoilers of the land."

LAUGHING IRISH HEARTS

Rep. | Drama | Not Set

Selling Names: Phil Regan, Jean Parker, Jerome Cowan, Dorothea Kent.
Director: Sidney Salkow.
Assoc. Producer: Sol C. Siegel.
Story Idea: Jean Parker is seeking a voice for the new movie cartoon figure, Paddy the Pig. She signs up Phil Regan, a police officer, who thinks he is singing for a movie. They marry, break up when Regan sees the film, but are reunited again when Jean tells the newspapers that she is expecting a new arrival.
Catchline: "His musical notes found a responding cord in her heart."

WYOMING OUTLAWS

Rep | Western | Not Set

Selling Names: John Wayne, Ray Corrigan, Raymond Hatton, Adele Pierce.
Director: George Sherman.
Assoc. Producer: William Berke.
Story Idea: The Three Mesquiteers arrive in a small town looking for the man who rustled one of their herd. They find the culprit, Don Barry; he explains about the conditions forced on the people by Leroy Mason a politician. So the Three Mesquiteers set about cleaning up the town.
Catchline: "The Three Mesquiteers dispose of some crooked politicians."

THE SPELLBINDER

RKO | Drama | Not Set

Selling Names: Lee Tracy, Barbara Reed, Patric Knowles.
Director: Jack Hively.
Producer: Cliff Reid.
Story Idea: Lee Tracy is an unethical criminal lawyer who has been forced by Patric Knowles, a wealthy client, to defend him in a murder case. Tracy saves Knowles' life, but when his daughter, Barbara Reed, runs off and marries Knowles, Tracy follows them and kills him, so that Barbara might be saved from an unhappy marriage.
Catchline: "His ability to save others, didn't help him when his life was at stake."

NURSE EDITH CAVELL

RKO | Drama | Not Set

Selling Names: Anna Neagle, Edna May Oliver, George Sanders, May Robson.
Producer-Director: Herbert Wilcox.
Story Idea: Anna Neagle is an English nurse who remained in Belgium during the World War to manage a nursing home. She feels it her duty to help as many of the prisoners escape as was humanly possible, but the Germans who were occupying the town, call it "spying" and "recruiting for the enemy" and Anna is given the death sentence.
Catchline: "She put her love of humanity above her own safety."

BAD LANDS

RKO | Drama | Not Set

Selling Names: Robert Barrat, Addison Richards, Noah Beery, Jr.
Director: Lew Landers.
Producer: Robert Sisk.
Story Idea: Robert Barrat, a sheriff, and nine of his men are lost in the Bad Lands of the Arizona Desert, while trailing the notorious outlaw Jack Payne. Each man reacts differently to the strain and it is only because of his indomitable will that Barrat survives and finally tracks down the outlaw.
Catchline: "Ten men were trapped in the desert . . . in the hectic days of the West."



Clothing Store Window Display

Clothing stores are logical spots for window display tieups on MGM's "The Hardys Ride High," as you can see from the one promoted here by Manager Lester Pollock of Loew's Rochester Theatre, Rochester, N. Y. And it's a pretty large window at that. When you play this picture, remember what Pollock did.

STUNT PILOT

Mono. | Drama | June 29

Selling Names: John Trent, Marjorie Reynolds, Milburn Stone.
Director: George Waggner.
Producer: Paul Malvern.
Story Idea: John Trent is arrested for murder when George Meeker, another stunt pilot, is killed during the filming of a fight scene between his plane and Trent's. Developing the pictures taken of Meeker's plane just before the flight, Marjorie Reynolds comes across one showing Pat O'Malley, the director, fooling with the machine gun, and when shown the evidence admits the deed.
Catchline: "A child's pretense proved his undoing."

CHARLIE CHAN AT TREASURE ISLAND

20th-Fox | Mystery | Not Set

Selling Names: Sidney Toler, Cesar Romero, Pauline Moore, Sen Yung.
Director: Norman Foster.
Assoc. Producer: John Stone.
Story Idea: Charlie Chan is asked to clear up the murder of one of the passengers aboard a plane that lands at San Francisco Bay. At the Police Inspector's Office, he meets Douglas Fowley, a newspaper reporter and Cesar Romero, a magician who has an act on Treasure Island. Suspicion points to a mystic, whom the victim has visited, but the mystic is killed. Chan finds Romero the murderer.
Catchline: "Charlie Chan unmasks a phantom murderer."

LADY AND THE KNIGHT

WB | Drama | Not Set

Selling Names: Bette Davis, Errol Flynn, Henry Stephenson, Vincent Price.
Director: Michael Curtiz.
Assoc. Producer: Robert Lord.
Story Idea: Bette Davis, as Queen Elizabeth of England, reprimands the man she loves, Errol Flynn, Earl of Essex, for allowing the Spaniards to sink their own treasure fleet. Bette orders Flynn executed, then forgives him and asks him to reign with her, but Essex refuses, knowing that they cannot rule together and goes to the scaffold to save England and the throne.
Catchline: "His rendezvous with the Queen meant death."

MUSIC SCHOOL

UA | Drama | Not Set

Selling Names: Jascha Heifetz, Andrea Leeds, Joel McCrea, Gene Reynolds, Walter Brennan.
Director: Archie Mayo.
Producer: Samuel Goldwyn.
Story Idea: Gene Reynolds, a gutter urchin who has inherited a love of good music, runs away from home when threatened by his stepfather with reform school—and seeks shelter with Walter Brennan, mentor of a settlement music school. In gratitude, Gene bends every effort to get Jascha Heifetz to become a benefactor of the school and succeeds beyond his greatest hopes.
Catchline: "Music by one of the world's greatest violinists . . . Jascha Heifetz."



A Section of the Service Staff Awaits Daily Inspection

Radio City Music Hall is especially proud of its uniformed staff of ushers, page boys and doormen which constitutes about one-fifth of the theatre's entire personnel. Shown here are some of the members lined up for inspection in the Grand Foyer while crowds collect outside awaiting the opening. Note that there is little or no variance in the men's stature. Their general appearance is immaculate.

World's Largest Family

(Continued from page 17)

intimate theatres of their home towns. In short, the ushers are the humble servants of the people, ever willing and ready to cater to their desires.

Seldom is there an "off-day" as far as patronage is concerned, in the operation of the world's largest theatre. Its unique position in the entertainment world makes the Music Hall a "must" on the itinerary of millions of tourists. The service staff, therefore, is thoroughly prepared and knows how to take care of large crowds. Whereas in many theatres waiting patrons become impatient and disgruntled, here they willingly and cheerfully await their turns for seats with the realization that if they can tell the folk back home about their visit to the Music Hall, it is worth while waiting. As for regular New Yorkers, they, too, know the theatre's position, and they stand in line knowing that the ushers will escort them to seats as quickly and efficiently as possible.

Every Possible Precaution Taken

Perhaps a word or two should be accorded the projection which is under the direction of Charles Muller. So that the patron may fully enjoy the screen offering without dangers of "breaks," bad lighting, scratchy prints, etc., every possible precaution is taken. The projectionists attend closely to their work. Before a print is accepted for exhibition, it is thoroughly inspected by Mr. Muller; in the theatre's private projection room, he views every foot of film that is to be projected on the Music Hall screen. The slightest flaw is sufficient reason for rejecting a print. No matter how long an attraction may be booked to play, prints are changed weekly. It is little wonder, then, that no complaints have ever been forthcoming from patrons about this theatre's projection. As for the sound, whether during the stage show or while the picture is being screened, it is constantly regulated by Harry Braun, sound mixer, who sits up there on duty in the small dark sound room on the third mezzanine.

To go into the duties of the rest of the world's largest family whose principal concern is the comfort and enjoyment of the Music Hall patrons would require far more space than would be possible to accord the subject here. Suffice it to say, however, that each individual, no matter what his position, is a vital cog in the smooth-running machinery of Music Hall operation.

We hope that this visit with a greater percentage of those who make up the personnel will give you food for thought in improving the operation of your own theatre. And if you feel a little envious just remember that, whereas you could pack your staff into a couple of autos and whisk them off to a picnic in the woods, Mr. Van Schmus would require a fleet of buses to comfortably and adequately accommodate his enormous Music Hall family.

Whyte Uses Corking Campaign To Exploit "The Flying Irishman"

Taking advantage of the many aviation fields in the community and the unusual interest in flying, Manager Dave Whyte of the Alden Theatre, Jamaica, Long Island, literally made the sky the limit for his advance campaign on "The Flying Irishman."

Whyte had arranged to have Doug Corrigan come over from Roosevelt Field for a personal appearance, but the "wrong way" flyer had returned to the Coast, so he enlisted the services of Marie McMillin, record-holding parachute jumper and Joe Crane, famous expert with the chutes, who is stationed at Roosevelt Field.

They served with Van Ornam, aviation instructor at the local high school, as judges of a "Flying Irishman Model Airplane Contest." Entries were closed a week in advance of the showing and two hundred miniature displays installed in the Alden lobby. In addition planes were put on display in the local library along with stills from the show. A tie-in was made with Polk's Model Craft Hobbies for the prizes. Miss McMillin spoke from the stage each evening of the three-day engagement and presented the prizes on the first evening.

Propellers and airplane parts were borrowed from Crane and placed on display in the lobby along with stills of Doug handing over a print to Whyte at Roosevelt Field and thrill shots of Miss McMillin and Crane.

On Saturday preceding the engagement, the Maritime Brigade paraded through town to the theatre.

Extra Publicity Accorded Spy Film in Gloversville

"Confessions of a Nazi Spy" received plenty of publicity in Gloversville, N. Y., where Frank Boucher is skipper of the Glove Theatre.

He sent letters to all local ministers and priests informing them of the significance of the film.

One of the newspaper tear-sheets Frank sent us has a story that "merchants were indignant when they found paper notices on their windows warning the general public not to see 'Confessions of a Nazi Spy' . . . An investigation that it was possibly a new publicity stunt by the Glove Theatre brought a vehement denial." The item goes on to say that police interest in the matter increased "when it was learned that Nazi swastikas were smeared in red paint over posters on 20 of the 22 billboards the theatre has in Gloversville."

Another item caught in a gossip column stated that the Concordia Choir, which appeared in person at the Glove, refused to sing "until Manager Frankie took those swastika banners advertising a forthcoming movie off the stage. (Most of them didn't want to even be near a swastika and a few considered such a use of Naziism's emblem an insult)."

A front-page photo and story of Fritz Kuhn's suit against the producers of the film broke just ahead of Boucher's showing of the "Nazi Spy" film.

Code of Fair Trade Practises

(Continued from page 45)

the dispute may within five days after receipt by him of a copy thereof file with the secretary a reply statement under oath supported in the manner above described, together with copies thereof which shall be transmitted by the secretary to the other parties to the dispute in the manner above provided. At the expiration of said five-day period, or, if no answer has been made, at the expiration of said seven-day period, the record shall be submitted by the secretary to the appropriate arbitration board.

X. Awards

An award in favor of the complaining party shall contain a statement of the claim or claims determined in favor of such party and the procedure, if any be required, to be followed in carrying out the award.

An award adverse to the complaining party shall dismiss the claim for lack of merit.

Each award of a Special Arbitration Board shall include an assessment of costs of the arbitration.

XI. Local Rules and Regulations

Each Permanent Arbitration Board may establish such rules and regulations, not inconsistent with these Rules of Arbitration or the Trade Practice Code, as such board may deem necessary or proper to facilitate the arbitration of disputes. Such rules and regulations shall not, however, enlarge the powers of, or confer additional powers upon, any arbitration board.

Each Permanent Arbitration Board shall also establish a special class of disputes which are of a type which require prompt and immediate decision and the Permanent Arbitration Board and Special Arbitration Boards hearing disputes of such special class shall give preference in the hearing and expedite the decision thereof.

XII. Cost of Arbitration

No Permanent Arbitration Board shall assess costs in any arbitration heard by it. In each arbitration heard by a Special Arbitration Board, such board shall assess as costs against one or more of the parties, in such proportion as it may deem just and proper and yithout regard to which party shall have invoked the Special Arbitration Board, only the fees of the neutral arbitrator or arbitrators.

Filing fees shall be applied toward the payment of expenses of arbitrations hereunder in the exchange territory where collected. To the extent that the moneys received are insufficient for such purpose, the distributors, the affiliated exhibitors and the organized exhibitor groups who are entitled to participate in the appointment of the panel of neutral arbitrators for such exchange territory shall provide funds for the payment of the same. If said distributors, affiliated exhibitors and organized exhibitor groups are unable to agree upon a fair apportionment of such expenses, such apportionment shall be made by a Special Arbitration Board constituted for that purpose, in which case said distributors and affiliated exhibitors shall be deemed to be one party and said organized exhibitor groups shall be deemed to be the other party.

CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address, Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book containing every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BUSINESS STIMULANTS

THEATRE OWNERS. Don't be a sucker and pay royalties on any theatre game—Play Double Bingo—and buy the cards as you want them—You will increase your business 25% to 50%—They cost you $1.25 a thousand—It's like Keno, Screeno, Tango. The big difference is a double card. World Wide Theatrical Agency, 148 Leavenworth St., San Francisco, Calif.

SEAT REPAIR MATERIAL

ARTIFICIAL LEATHER MOLESKIN 81c per yard; Sateen 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merimac St., Boston.

SITUATIONS WANTED

MANAGER, 10 YEARS' EXPERIENCE, five years with leading circuit. Expert in operation. Will go anywhere, either on salary or salary and commission. Box 622, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

PUBLICITY MAN, capable handling entire campaigns for one house or circuit. Can also act as assistant to manager. Will go anywhere. Small salary to start. Box 623, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

SOUND & PROJECTION SERVICING

NEW!—Secure better results!—four-page pamphlet, illustrated, "How To Set Sound Lenses," also film, 50c—"How To Repair Your Intermittent Movement," illustrated, 50c—"Tips on Servicing Your Sound," with diagrams of wiring, Now only $1.50—Handbook on Servicing Sound 95c. (Tell me your projection & Sound Problems. Small charge of $1 covers time & postage for this service.) Expert advice on all problems—25 years experience installing and repairing sound-projection equipment. Author of several text books; have built amplifiers; serviced ALL types of leading sound and projection equipment for 10 years. WESLEY TROUT, Consulting Engineer, Box 575, ENID, OKLAHOMA.

THEATRES WANTED

WANTED TO BUY THEATRES IN VIRGINIA, West Virginia or North Carolina in towns of less than 5,000. J. F. LOFTUS, BRANDY, VA.

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NO MATTER what you have to sell a classified ad in STR will reach a wide volume of potential buyers at a cost too small to be considered an expense. STR classified ads are read because many who have used this medium expressed their satisfaction of the results they secured. Let us do the same for you. The cost is only 10c per word, five insertions for the price of three. Address, Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

Metropolitan Announces Delivery of 16 Pictures

An announcement addressed to "Mr. Exchange Man" has been sent out by Harry S. Webb, president of Metropolitan Pictures Corp., to plug the company's sixteen features which are to be delivered to exhibitors contracting for them.

"We are not announcing 100 pictures, nor 50, nor 24, but we are delivering 16 pictures," the announcement reads, and then lists the attractions which include "Feud of the Trail" and "Smoky Trails", featuring Bob Steele and already released; "Daughter of the Tong" featuring Evelyn Brent and Grant Withers, ready for prints; "Port of Hate", with Polly Ann Young, Kenneth Harlan and Monte Blue, ready for prints; "Mesquite Buckaroo", with Bob Steele, cutting; "Missing Blondes" and "Sheik of Stamboul", preparing; and "Riders of the Sage", with Bob Steele, in production.

Balloons, evidently to be used by the exhibitor in exploiting "Smoky Trails", are included with the announcement.

Hollister Promotes Scholarship Angle on "Wings of the Navy"

Letters on the Warner Bros. scholarship offer in which senior high school students were to write a 500-word essay on "What Aviation Means to Our National Defense," were sent by C. L. Hollister, manager of the Babcock Theatre, Wellsville, N. Y., to twenty principals and superintendents in the territory on behalf of the local engagement of "Wings of the Navy." Several acknowledged receipt of the letters and promised cooperation.

A short trailer on the offer was run a week in advance of the regular trailer, then was attached to the regular trailer a week in advance of the film's opening, and finally to the end of the feature during the picture's engagement.

On the sidewalk in front of the theatre, Hollister placed a 40x60 board with stills from the Rensselaer Polytechnic Institute and a plug for "Wings of the Navy."



"What's Playing Today, Please?"

Whoever asked that question must be blind, for how could any normal person help but see this banner broadside, the poster cutouts and the still blowups and catchlines the Globe Theatre on Broadway utilized for its attention-getting display on Monogram's "Streets of New York"? Note the cutout letters over the box office. Cooper proved a strong draw to initial World's Fair crowds.

Clever Shoestring Stunt

Here's a clever stunt. A local shoe repairman provided shoestrings which were attached to a card with the repairman's ad on one side and this copy on the other: "Would You Get Married On A Shoestring? You Would If You Were 'Made for Each Other'." Of course, you can easily see what film was being plugged. Credit Marlowe Conner, manager of the Rhodes Theatre, for a swell gag.

MAY, 1939 INDEX

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Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Jat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Everything is Rhythm (Mu)		Harry Roy & Band		2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien			Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan			Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon			Reissued
Monster Walks (My-D)	60	Mischa Auer			Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess			Reissued
Rain (D)	85	J. Crawford-W. Huston			Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister			Reissued
Sky Devils (C-D)	88	Spencer Tracy			Reissued
Street Scene (D)	79	Sylvia Sidney			Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire			Reissued
Tombstone Canyon (W)	67	Bob Burns			Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff			Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued

COLUMBIA 1937-38

Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation		Penny Singleton-Arthur Lake			In Prod.
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Coast Guard		Scott-Bellamy-Dee			In Prod.
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
Escape From Alcatraz		Brian Donlevy- Jacqueline Wells			In Prod.
Criminal at Large		Jack Holt-Patricia Ellis			In Prod.
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W)	54	Bill Elliott-Luana de Alcaniz		1/19/39	a11/19/38
(Former title, "California Cavalcade")					
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris (D)		Joan Blondell-Melvyn Douglas		6/30/39	a5/27/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael			b5/27/39
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Man From Sundown (W)		Chas. Starrett-Iris Meredith			a6/3/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
Mounted Police No. 2		Chas. Starrett-Iris Meredith			In Prod.
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)	64	Chas. Starrett-Linda Winters		3/30/39	a2/4/39
(Former title, "Mounted Police")					
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Parents on Trial (D)		Jean Parker-Johnny Downs			a6/3/39
Rio Grande (W)	59	Chas. Starrett-Ann Doran		12/8/38	a10/1/38
(Former title, "North of Texas")					
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39	b4/29/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith		4/27/39	a3/18/39
(Former title, "The Oklahoma Trail")					
Strange Case of Dr. Meade (D)	65	Jack Holt-Beverly Roberts	(F)	12/15/38	b10/29/38
(Reviewed as "Outside the Law")					
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)		Chas. Starrett-Iris Meredith		5/25/39	a5/6/39
(Former title, "Arizona Cowboy")					
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge		Otto Kruger-Rochelle Hudson			In Prod.
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

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Mr. Smith Goes to Washington		Jean Arthur-James Stewart			In Prod.

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Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D)	78	Tauber-Duna	(A)		b10/15/38
(Reviewed as "A Clown Must Laugh")					
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D)	72	Lodge-Lockwood	(A)	7/1/38	b2/12/38
(Reviewed as "Illegal Holiday")					
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38
Ware Case		Clive Brook-Jane Baxter			In Prod.

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Dangerous Secrets (D)	70	P. Lukas-L. Travers	(A)	8/19/38	b8/28/37
(Reviewed as "Brief Ecstasy")					
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38

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Title	Mins.	Stars		Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F)	11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull		1/20/39	a12/31/38
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	5/27/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F)	10/21/38	b9/17/38
Lady Takes a Chance (D)		Heather Angel-John King			a3/4/89
(Former title, "Everything Happens to Ann")					
Long Shot (D)	69	Marsha Hunt	(F)	1/6/39	b12/31/38
Miracle of Main Street		Margo- W. Abel-L. Talbot			In Prod.
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	5/20/39	b2/25/39
Renfrew Saves a Lady		James Newell		2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F)	1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F)	10/14/38	b9/17/38
Singing Cowgirl	57	Dorothy Page-David O'Brien		5/31/39	a11/19/38
(Former Title "Lady Buckaroo")					
Six-Gun Rhythm (W)	57	Tex Fletcher-Joan Barclay	(F)	5/13/39	b2/18/39
Sunset Murder Case (D)	57	Sally Rand			a8/20/38
(Former title, "Murder on Sunset Boulevard")					
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F)	10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F)	1/13/39	b1/11/39
Trouble Over the Pacific		Wallace Ford-June Lang			In Prod.
Water Rustlers (W)	56	Dorothy Page-David O'Brien		1/6/39	a11/19/38
(Former title, "The Last Barrier")					

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Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38

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Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (D)		Mickey Rooney-Lewis Stone			a4/29/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C-D)	67	Reb't Young-Billie Burke	(F)	5/26/39	b5/27/39
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10/38
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)		b5/20/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Reb't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)		Hedy Lamarr-Reb't Taylor			a5/27/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie D)	75	Rob't Young-Ann Sothern		6/23/39	a4/29/39
(Former title, "Maizie Was a Lady")					
On Borrowed Time (D)		Lionel Barrymore-Beulah Bondi			a4/29/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Stronger Than Desire (D)		Virginia Bruce-Walter Pidgeon		6/30/39	a5/27/39
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan Finds a Son (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

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Babes in Arms		Mickey Rooney-Judy Garland			In Prod.
Balalaika		Nelson Eddy-Ilona Massey			In Prod.
Blackmail		E. G. Robinson-Nat Pendleton			In Prod.
Day at the Circus		Marx Bros.-Florence Rice			In Prod.
Gone With the Wind		Gable-Leigh-Howard (Tech.)			In Prod.
Miracles For Sale		Florence Rice-Robert Young			In Prod.
Thunder Afloat		Wallace Beery-Robert Young			In Prod.
Wizard of Oz (Tech.)		Judy Garland-Frank Morgan			a11/12/38
Women, The (D)		Shearer-Crawford-Russell			a5/27/39

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Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38

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Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Drifting Westward (W)		Jack Randall-Ethel Duran		1/25/39	a1/7/39
(Former title, "Santa Fe Bound")					
Down the Wyoming Trail (W)		Tex Ritter		5/18/39	a4/22/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carrell-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b8/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry?		Anne Nagel-Warren Hull		6/16/39	a5/6/39
(Former title "Girl from Nowhere")					
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39

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Title	Mins.	Stars		Rel Date	See Issue of
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)		John Trent-Marjorie Reynolds		6/29/39	a6/3/39
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38

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Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D) (Reviewed as "Vessel of Wrath")	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Bulldog Drummond's Bride (D) (Former title, "Mr. & Mrs. Bulldog Drummond")		John Howard-Heather Angel		7/28/39	a3/25/39
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)		John Howard-Gail Patrick		6/23/39	a2/18/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men		Anna May Wong-A. Quinn		6/30/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)		Jack Benny-Dorothy Lamour		7/7/39	a2/4/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		7/14/39	a4/8/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	all/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker (Mu-C)		Bing Crosby-Louise Campbell		8/25/39	a5/6/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Gulzar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Undercover Doctor (My) (Former title, "Federal Offense")		Lloyd Nolan-Heather Angel		6/9/39	a2/25/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

1939-40

Are Husbands Necessary?	F. MacMurray-Madeleine Carroll		In Prod.
Beau Geste (D)	Gary Cooper-Ray Milland		a3/4/39
Cat and the Canary (My-D)	Bob Hope-Paulette Goddard		a4/22/39
Disputed Passage (D)	Dorothy Lamour-Akim Tamiroff		a5/13/39
Double-Dyed Deceiver (D)	Tito Guizar-June Clayton		a5/27/39
Geronimo (D)	Preston Foster-Ellen Drew		a4/8/38
Gulliver's Travels	Tech. Cartoon Feature		In Prod.
Heaven On a Shoestring	Pat O'Brien-Olympe Bradna		In Prod.
Jamaica Inn (Cos-D)	Chas. Laughton	(F)	b5/27/39
Night Work (C)	Mary Boland-Charlie Ruggles		a5/20/39
Our Leading Citizen	Bob Burns-Susan Hayward		In Prod.
Range War (W)	Wm. Boyd-Geo. Hayes		In Prod.
Ruler of the Seas (D)	Fairbanks, Jr.—Lockwood		a5/20/39
St. Martin's Lane (D)	Laughton-Leigh	(F)	b7/9/38
What a Life (C)	Jackie Cooper-Betty Field		a4/8/39

R.K.O.-RADIO 1937-38

Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Bad Lands (D)		N. Beery, Jr.-G. Williams			a6/3/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)		Alice Eden-John Archer			a5/6/39
Five Came Back (D)		Chester Morris-Wendy Barrie		6/2/39	a4/22/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39

R.K.O.-RADIO (Continued) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/38
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl and the Gambler (D) (Former title, "The Dove")		Steffi Duna-Leo Carillo		5/26/39	a4/22/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)		b5/20/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Little Mother (C)		Ginger Rogers-David Niven			a3/25/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Memory of Love (D)		Lombard-Grant-Francis			a5/13/39
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
My Fifth Avenue Girl		Ginger Rogers-Tim Holt			In Prod.
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Nurse Edith Cavell (D)		Anna Neagle-George Sanders			a6/3/39
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Racketeers of the Range (W)	64	Geo. O'Brien	(F)		b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	4/29/39
Spell Binder (D)		Lee Tracy-Barbara Reed			a6/3/39
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)		George O'Brien			a6/3/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/38
Way Down South (Mu-D)		Bob Breen			a5/13/39

REPUBLIC 1937-38

Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)	55	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset		G. Autry-Smiley Burnett			In Prod.
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)		Roy Rogers-Mary Hart			a5/13/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Laughing Irish Hearts (D)		Phil Regan-Jean Parker			a6/3/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)		Byrd-Cabot-Ryan			a5/13/39
Mountain Rhythm (W)		Gene Autry-Smiley Burnette			a5/6/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	all/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W) (Former title, "Headin' for Texas")	58	Roy Rogers-Mary Hart		5/19/39	a4/22/39
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	57	3 Mesquiteers		5/12/39	a4/1/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)		3 Mesquiteers			a6/3/39
Zero Hour (D)	62	Frieda Inescort-Otto Kruger		5/27/39	b5/27/39

TWENTIETH CENTURY-FOX

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Gorilla (C)	65	Ritz Bros.-Anita Louise	(F)	5/26/39	b5/27/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (My)		Stuart Erwin-Gloria Stuart		6/30/39	a5/6/39
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
So This Is London (C) (Reviewed as "Paddy Darling")	70	Drayton-Hare	(A)		b2/4/39

(Continued on next page)

20TH CENT.-FOX (Cont.) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D). (Reviewed as "Meridian 7-1212")	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
White Lady of the Orient (D) (Former title, "By the Dawn's Early Light")		Alice Faye-Warner Baxter		7/7/39	a8/13/38
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Charlie Chan at Treasure Island (My	Sidney Toler-Sen Yung		a6/3/39
Chicken Wagon Family	Jane Withers-Leo Carrillo		In Prod.
Escape, The (D)	Kane Richmond-Amanda Duff		a5/27/39
Girl Must Live (C) 93	Margaret Lockwood-R. Houston	(A)	b5/27/39
Harmony at Home	Jean Rogers-Robert Kellard		In Prod.
Here I Am, A Stranger	Richard Greene-Nancy Kelly		In Prod.
Hotel For Women (D)	Elsa Maxwell-Jas. Ellison		a5/13/39
Quick Millions (Former title "Jones Family at the Grand Canyon")	Jones Family		a5/13/39
Rains Came D)	Loy-Power-Brent		a5/13/39
Stanley and Livingstone (D)	S. Tracy-Greene-Kelly		a3/4/39

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D) (Reviewed as "Mutiny In the Mountains")	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett		6/15/39	a3/25/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)		b4/29/39
Music School		Jascha Heifetz-Andrea Leeds			a6/3/39
Over the Moon		Oberon-Rex Harrison (Tech.)			In Prod.
Real Glory		Gary Cooper-Andrea Leeds			In Prod.
Winter Carnival (D)		Ann Sheridan-Richard Carlson			a5/13/39

UNIVERSAL 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/ 5/38	b8/6/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Inside Information (D)		June Lang-Dick Foran		6/2/39	a5/20/39
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear	66	Wm. Gargan-Irene Hervey		6/30/39	a4/1/39
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Modern Cinderella		Irene Dunne-Charles Boyer		8/4/39	In Prod.
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		5/26/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

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Bright Victory	J. Cooper-Freddie Bartholomew			In Prod.
Dames	Sigrid Gurie-Donald Briggs			In Prod.
I Stole a Million	George Raft-Claire Trevor			In Prod.
Mikado (Mu) 90	Kenny Baker (Tech.)	(F)		b5/20/39
Mutiny On the Blackhawk (D) (Former title, "In Old California")	Arlen-Moore-Devine			a5/20/39
Old Grad (D)	Charley Grapewin-Anita Louise			a5/6/39
Underpup	Rob't Cummings-Nan Grey			In Prod.

WARNER BROS. 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C) (Former title, "Lighthorse Harry")		Bert Wheeler-Marie Wilson			a4/29/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (C) (Former title, "Family Reunion")		John Garfield-Priscilla Lane			a3/4/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Devil On Wheels (D) (Former title, "The Roaring Crowd")		Pat O'Brien-Ann Sheridan			a3/18/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)		Lindsay-Dead End Kids			a2/18/39
Hobby Family (D)		Jane Bryan-Henry O'Neill			a5/6/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Man Who Dared D) (Reviewed as "I Am Not Afraid")	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas		6/17/39	a3/4/39
Naughty, But Nice (C) (Former title, "Always Leave Them Laughing")		Dick Powell-Gale Page			a12/10/38
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Steeplechase (D) (Former title, "Gantry the Great")		Edith Fellows-Jimmy McCallion			a3/25/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson			a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

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Angels Wash Their Faces (D) (Former title, "Battle of City Hall")	Dead End Kids-Reagan-Sheridan			a4/1/39
Career Man	Joel McCrea-Jeffrey Lynn			In Prod.
Dust Be My Destiny (D)	John Garfield-Priscilla Lane			a5/27/39
Kid Nightingale	John Payne			In Prod.
Lady and the Knight (D)	Davis-Flynn-deHavilland			a6/3/39
Nancy Drew and Hidden Staircase (D)	Bonita Granville-Frankie Thomas			a5/27/39
No Place to Go (D)	Gloria Dickson-Dennis Morgan			a5/27/39
Old Maid (D)	Bette Davis-George Brent			a5/6/39
Playing With Dynamite	Jane Wyman-Tom Kennedy			In Prod.
Return of Dr. X	Lys-Bogart-Morris-Lane			In Prod.

STATES RIGHTS

Title	Mins.	Stars		See Issue of
Code of the Cactus (W)		Tim McCoy	Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F) Spectrum	b1/21/39
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F) Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F) Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A) World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A) Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F) Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F) Spectrum	b4/1/39
Juarez and Maximilian	95	Medea Novara-L. Atwill	(F) Torres	b4/29/39
I Demand Payment (D)	55	Jack La Rue	(A) Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F) Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F) Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F) Regal	b2/25/39
Paroled From the Big House (D)	57	Stone-Lee	(A) Jay-Dee Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F) Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F) Malcem-Brown	b10/19/38
Rangle River (W)	72	Victor Jory-Margaret Dare	(F) Hoffberg	5/13/39
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A) Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A) Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy	Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A) Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin	Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay	Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A) C&M	b10/15/38
Trigger Fingers (W)		Tim McCoy-Jill Martin	Victory	a5/6/39
Unashamed (D)	70	Nudist Cast	(A) Cine Grand	b8/13/38

FOREIGN LANGUAGE

Title	Mins.	Stars		See Issue of
Abused Confidence (D)	85	Danielle Darrieux	(A) Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F) Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay	Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A) Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A) Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A) Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A) Hoffberg	b5/6/39
40 Little Mothers (C)	92	Lucien Baroux	(F) National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A) World	b10/15/38
Orage (D)	73	Boyer-Michele Morgan	(A) Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A) Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs		7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Good Old American Home		10½	Not Rev.
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
SPORT THRILLS (13)			
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
STOOGE COMEDIES (8)			
A Bucking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	Coming
Inside the White House	Fair	11	2/11/39
Washington	Very Good	10	12/17/38

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ALL STAR COMEDIES (18)
CINESCOPES (6)
COLOR RHAPSODIES (16) Tech.
COMMUNITY SINGS (10)
FABLES CARTOONS (6)
FOOLS WHO MADE HISTORY (6)
MOMENTS OF COMEDY (6)
PALS AND PETS (6)
PHANTASIES CARTOONS (10)
SCREEN SNAPSHOTS (12)
STOOGE COMEDIES (8)
WASHINGTON PARADE (6)
WORLD OF SPORTS (12)

EDUCATIONAL 1938-39

	Comment	Running Time	Reviewed Issue of
CAVALCADE OF STUFF (2)			
No. 1	Swell Stuff	10	9/10/38
No. 2	Excellent	10	9/10/38

MGM 1938-39

CARTOONS (15)			
Art Gallery	Excellent	8	5/27/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Money to Loan	Excellent	20	4/ 1/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humerous	11	1/28/39
Clown Princes	Funny	10	5/ 6/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary		9	Not Rev.
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

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CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIX (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	3/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39

PARAMOUNT (continued)

	Comment	Running Time	Reviewed Issue Of
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	Coming
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)			
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
Refugee—Today & Tomorrow	Tops	17	12/24/38
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39
Dixie—U.S.A.	Fine	19	5/13/39

(Continued on next page)

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors		10	Not Rev.
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G. Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary In the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)
DRIBBLE PUSS PARADE—LEW LEHR (6)
FASHION FORECASTS (4) (Tech.)
MAGIC CARPET OF MOVIETONE (6)
SPORTS REVIEWS—THORGERSEN (6)
TERRYTOONS (26) (10 in Tech.)

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt In the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jingle, The		10	Not Rev.
Maharajah		10	Not Rev.
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Nuts		7	Not Rev.

1939-40

CARTUNES (13) WALTER LANTZ
GOING PLACES (15)
MENTONE MUSICALS (13)
SPECIAL SUBJECT (1)
March of Freedom .... Well Done ..... 20 .. 5/20/39
STRANGER THAN FICTION (15)

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)			
Boarder Trouble		17	Not Rev.
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience		10	Not Rev.
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
MELODY MASTERS (Cont.)			
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever		7	Not Rev.
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way		10	Not Rev.
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)
COLOR PARADE (10)
LOONEY TUNES (16)
MELODY MASTERS (10)
MERRIE MELODIES (26) (Tech.)
VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of the Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

	No. Chaps.	Reviewed Issue Of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Dick Tracy Returns	15 Chaps.	8/ 6/38
Fighting Devil Dogs	12 Chaps.	5/28/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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Thank you, Mr. Exhibitor



Deanna Durbin

Producers

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One TECHNICOLOR production topped every other motion picture during the year 1938 in gross business and popular acclaim . . . Walt Disney's "SNOW WHITE AND THE SEVEN DWARFS."

As the first half of 1939 draws to a close, prominent candidates for similar honors are two features in TECHNICOLOR . . . Darryl F. Zanuck's "JESSE JAMES," produced by Twentieth Century-Fox, and Warner Brothers' "DODGE CITY," Jack L. Warner in charge of production.

TECHNICOLOR MOTION PICTURE CORPORATION
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JUN 12 1939
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FILE

SHOWMEN'S MOTION PICTURE Trade Review

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

Complete Product Check-Up
Pages 16-17

REVIEWED IN THIS ISSUE

Maisie

Man About Town

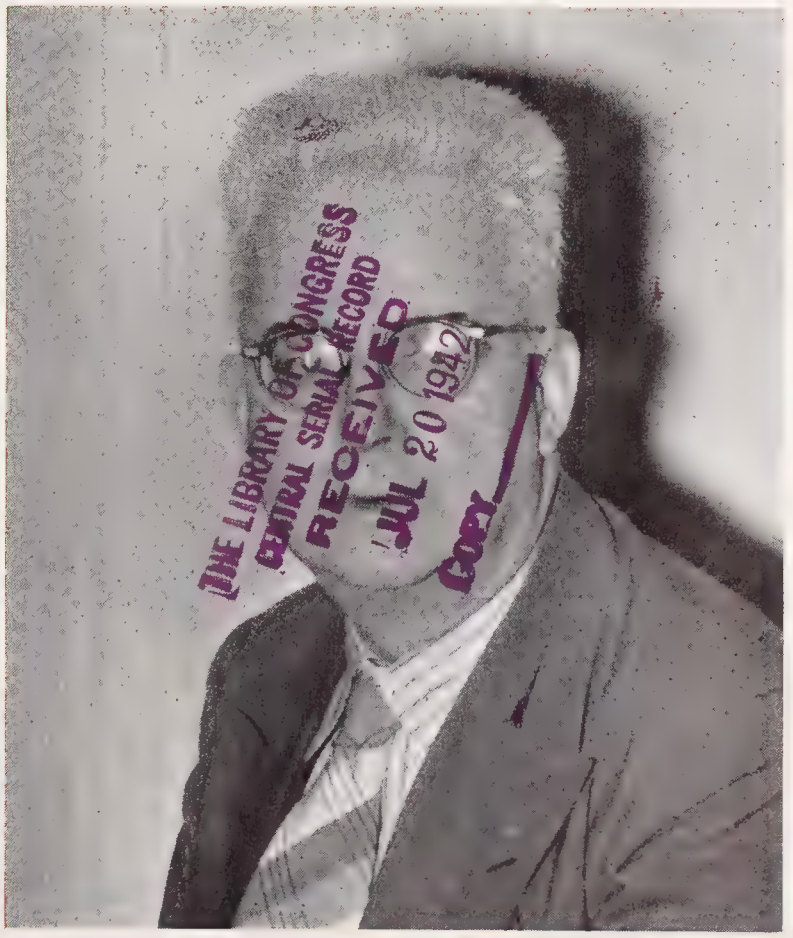
Undercover Doctor

Girl and the Gambler

Grand Jury Secrets

Southward Ho

June 10, 1939
Vol. 30 No. 20
SINGLE COPIES — 10 CENTS



COL. HARRY A. COLE

He will preside at an Allied Convention next week for the first time since his election as president. Many important industry problems are slated for discussion for the convention which will be held in Minneapolis

TARZAN BILL RODGERS is doing it!





TARZAN EDDIE SAUNDERS is doing it!



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The one and only JOHNNY WEISSMULLER *with* Maureen O'Sullivan and John Sheffield, Ian Hunter, Henry Stephenson, Frieda Inescort, Henry Wilcoxon, Laraine Day • Screen Play by Cyril Hume • Based upon the Characters Created by Edgar Rice Burroughs • Directed by Richard Thorpe • Produced by Sam Zimbalist

The Editorial Page

Allied In Convention

There have been too many insinuations and innuendoes surrounding Allied and its attitude on many important and vital matters. Threats, accusations, rumors, grapevine reports and what have you, make the situation, perhaps, even more acute than it really is.

However, Allied goes into its Annual Convention at a time when the air should be cleared and its stand on the various important issues clarified beyond all doubt.

Allied should make it clear, once and for all, whether it is dedicated to a policy of construction or destruction, whether it is out to help the exhibitor or to merely harass the distributor; whether its actions are the actions of the organization as expressed by the members on the side lines or simply the attitude of the leaders who may be taking matters entirely into their own hands.

Above all, Allied should justify its most unbelievable stand on forcing the industry into Federal regulation via legislation and, especially, what the exhibitor will gain through such regulation as against regulation from within.

To the Allied officers, members and visiting exhibitors we extend greetings and the sincere hope that out of the Minneapolis Convention will come constructive, helpful activity and something important and valuable to the exhibitors who make the long journey to the convention city.

Just remember what Bill Rodgers said in New York just a few weeks ago: "What is vitally needed today is a UNITED industry." It can never be a united industry so long as a systematic campaign is waged to break down efforts to make it so.

△ △ △

The Neely Bill

Exactly as predicted, the Neely Bill was reported out of committee favorably by a large majority vote. It now goes to the Senate for consideration and will, no doubt, be passed there.

Then it must go through the lower house for consideration and it is there that it may again die in committee. Which is exactly what happened to it a year ago.

STR again states its position on this piece of legislation. We are definitely against it. No one has proven to our satisfaction that it will do anything constructive for either the exhibitor or the industry. On the contrary, there is every possibility that it will murder certain producing companies at the same time causing increases in film rentals far and beyond anything ever demanded before.

Those who are pushing for this bill may get a lot of personal satisfaction out of dealing the guts of this industry an awful kick in the pants and what the average independent exhibitor has to watch out for is that he doesn't get a swifter kick himself.

△ △ △

Enter, The Pioneers

Credit Jack Cohn of Columbia for instigating the organization of "Picture Pioneers", which in simple language means a group of men who have been affiliated with the motion picture industry for at least twenty-five years.

We have been looking forward gleefully to the first get-together at which we would expect many long, white beards, crutches and ancient old men. But much to our amazement, when we looked over the first list of members published, we found individuals who we thought were much younger than their listing indicated.

Which makes us wonder how old some of them really are. And also, whether we shouldn't throw a confirmation party for ourselves. And how soon it will be before the Picture Pioneers are playfully dubbed the "A. K.'s."

△ △ △

Another Movie Season Drive

Much is being said about another movie season campaign for the opening of the coming season. Without further ado we emphatically say, "Absolutely!"

While no one will deny the mistakes of the first campaign those who put forth so much conscientious effort certainly had the best interests of the industry and the campaign at heart. If certain phases did not work out as anticipated, they can be avoided in the next one.

However, let's leave out the contest angle and concentrate on the national advertising idea plus a far better play for local cooperation from the theatremen on the firing line in the theatres.

Furthermore, those who organize such a campaign should not expect the trade papers to expend huge sums backing up the efforts of the committee and then see a half million dollars or more spent solely through newspapers. The trade papers are definitely entitled to some consideration since they play so vital and important a part in the scheme as a whole.

So we hope the industry will again further its original effort to make the movie-going public theatre-conscious and better acquainted with what the motion picture stands for. It will be effort and expense well worth all we give to it.

—*"CHICK" LEWIS*



Left to right above: Nate Yamins, President of the Independent Exhibitors of Mass. and former president of National Allied; Martin G. Smith, Pres. of Independent Theatre Owners of Ohio, and Member of the Executive Committee of National Allied; Henry Lazarus, Pres. of Allied Theatre Owners of Louisiana; Maurice Rubin, Pres. of Associated Theatre Owners of Indiana; Max Cohen, Pres. of Allied Theatre Owners of New York; Charles H. Olive, Secretary of National Allied and Pres. of Allied Theatre Owners of District of Columbia; and P. J. Wood, Recording Secretary of National Allied and Business Manager of the Ohio Association.

FIGHT PREDICTED AT ALLIED CONFAB

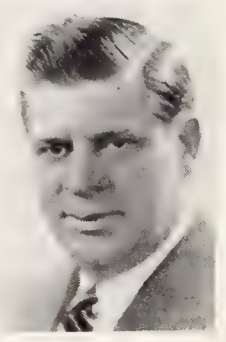
Al Steffes Sees Battle On Trade Reforms, Arbitration

A hot fight on the floor of the Allied Convention in Minneapolis is expected next week according to W. A. Steffes, chairman of the convention committee who predicts it will be a "knock-down drag-out affair" before it is over.



Abraham F. Myers

Steffes was critical of Ed Kuykendall's early refusal to attend the convention. In a bulletin this week Steffes says, "One exhibitor leader says he is sorry he can't come because his organization and our organization are too far apart. What a joke! Since when have men who are supposed to be leaders, been afraid to meet others with conflicting opinions in a public debate?" he asks.



W. A. Steffes

Ed Kuykendall, MPTOA president, wired his office late Thursday afternoon that he would attend the Minneapolis convention despite his earlier refusal to do so. Up to the time of going to press, no further details could be learned.

Allied will have nothing to sell, according to the bulletin. There will be no attempt to raise funds on the floor nor will the organization ask non-affiiated organizations to break their ties and join the national Allied organization.

Many subjects besides arbitration and the trade practice code will be taken up at the convention, according to Steffes. Exhibitors have written to ask him if anything is going to be done about film prices. "Hell, yes!" was his answer. "Something must be done for unless we receive meritorious product at a price that each and every theatre owner can afford to pay all of the other subjects mean nothing whatsoever as first and last it is the duty of Allied... to attempt to keep every independent theatre owned in the United States in business. Therefore, film prices, selling policies, nature of product, etc., most assuredly will be discussed and how!"

"Something must be done at this Convention about non-theatrical competition which is gaining a foothold in the country and unless stopped immediately will put legitimate theatre owners out of business by the thousands. 16mm. film furnished to non-theatricals will most certainly come in for a lengthy discussion and a solution should be arrived at.

"Trade papers, some exhibitor leaders and officers of some organizations have sent out statements that the Neely Anti-Block Booking Bill will be a subject for discussion and a vote taken as to what disposition the Association should take as related to the Neely Bill. This, in my opinion, is a subject that is entirely out of order as Allied States Association of Motion Picture Exhibitors have unqualifiedly gone on record as being in favor of the Neely Bill and should use their best efforts to bring about the passage of same. This has not only been done once but on several different occasions. Therefore, I can see no reason why any time should be wasted on the Neely Bill as we are for it first, last and all the time, and we hope to be able to report to you at the Convention that the Neely Bill has passed the United States Senate. With Congress remaining in session until August or perhaps September, the chances are very good that it will become a law before the adjournment of Congress."

Bearing out his prediction of a knock-down and drag-out fight, Steffes pointed out that some of the members of Northwest Allied have said that if Allied goes for arbitration and the trade practice reforms they are going to pull out and start a separate organization. Others have said that it is about time the fighting stopped and that the differences should be settled by adopting the trade practice proposals and doing everything possible to see that arbitration is accepted by the industry.

"As a warning to exhibitor leaders who are not members of Allied" said Steffes, "please bear in mind that if Allied States SHOULD happen to endorse the proposals or arbitration, you are going to have one hell of a time trying to reject it for your territory. For as Allied goes, so goes the nation," he said.

Producer-distributor representatives will be on the floor of the convention to explain why they think the reforms should be adopted. Others will appear to explain why they are wrong.

Steffes statement went on: "Now those of you who want reforms, get to Minneapolis and vote for them. Those of you who don't had better be here to vote against them if you think they are going to work a hardship on you. We know that some companies have already cheated on the so-called reforms but bear in mind that we are going to have a representative of every film company in the United States present and why not put them on the spot and ask them whether or not the trade practice reforms are going to prevail if adopted or if the opinion of the local managers or some salesman is to prevail.

"There is no one who has to remain home to take care of his business because from the information we are receiving there is no business to take care of.

"Something has to be done about high film rentals and done damn quick or trade practice reforms and arbitration will mean nothing as there will be very, very few theatre owners left to enjoy them.

"We don't expect this open forum to be a pink tea. It will probably be a knock-down drag-out affair before it is over. What's wrong with that?"











Left to right above: Jack Kirsch, Pres. of Allied Theatres of Ill.; James C. Quinn, Sec'y of Allied Theater Owners of Calif., Ariz. and Nev.; Ray Branch, Pres. of Allied Theatres of Mich.; M. A. Rosenberg, Pres. of Motion Picture Theatre Owners of Western Penna. and Maurice W. Schulman, Pres. of Independent Allied Theatre Owners of Conn.

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PAUL

MUNI

BETTE

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"JUAREZ"

BUILDING TREMENDOUSLY!

Uptown, Toronto now doing biggest business in Canada!

Strand, New York now doing biggest business on Broadway!

WARNER BROS., Producers

JACK L. WARNER *In Charge of Production* • HAL B. WALLIS *Executive Producer* • HENRY BLANKE



READ IT!

It's got all the right answers to your 1939-1940 program, the kind of pictures you like, the kind of pictures you need . . . pictures with plenty of *MOTION* . . . pictures with world-wide, out-of-doors backgrounds . . . colorful . . . varied . . . and above all, pictures with *BIG NAME PERSONALITIES . . . AND PLENTY OF THEM . . .*

Here are a few of the highlights...



Note that Paramount Product Book Smile!

That's how you're going to look when you read about the Paramount Program for 1939-1940 . . . pictures like "Beau Geste," with Gary Cooper, Ray Milland and Robert Preston in the top roles . . . or "The Light That Failed," Kipling's immortal story, with Ronald Colman playing the lead...or "Disputed Passage," right now a Lloyd Douglas best seller . . . or Frank Lloyd's huge "Ruler of the Seas" or Cecil B. DeMille's "Royal Canadian Mounted" . . . or Charles Laughton in "Jamaica Inn" or . . . but, listen, you've got to get the book and read it . . . Read Frank Freeman's message . . . Read William Le Baron's message . . . They'll show you IT'S OUR YEAR BECAUSE IT'S YOUR YEAR!!!

Paramount Pictures

48 BOX OFFICE PERSONALITIES

Yes, 48 of the FRESHEST big-name personalities in the business . . . a big-name line-up big enough to insure you STAR VARIETY.

9 NOW ACTUALLY COMPLETED

5 NOW SHOOTING...

Practically our entire first quarter program ready long before the season starts...and what pictures! Just look at the actual stills from these pictures in the Paramount Product Book...they'll show you *IT'S OUR YEAR!*

58 FEATURE PICTURES

The biggest program for your business from the biggest company in the business . . . at least one big *MOTION* picture each and every week . . . from the company that's given you at least one a week for the past 1,300 weeks.

26 BIG BOX OFFICE DIRECTORS

It takes big directors and plenty of 'em to direct a star line-up such as Paramount's . . . and Paramount's got 'em . . .

14 NEW FACES

Read about Paramount's thrilling line-up of new faces . . . the Golden Circle . . . Read how Paramount builds 'em for your box office.

THE BIGGEST NEWS OF THE SCREEN YEAR!

A FULL-LENGTH FEATURE CARTOON

COMPLETELY FILMED IN TECHNICOLOR . . .

MAX FLEISCHER'S

GULLIVER'S TRAVELS IN COLOR!



"I'm in the Paramount Product Book, lads, and me Shorts are more super-spectacular than ever . . ."



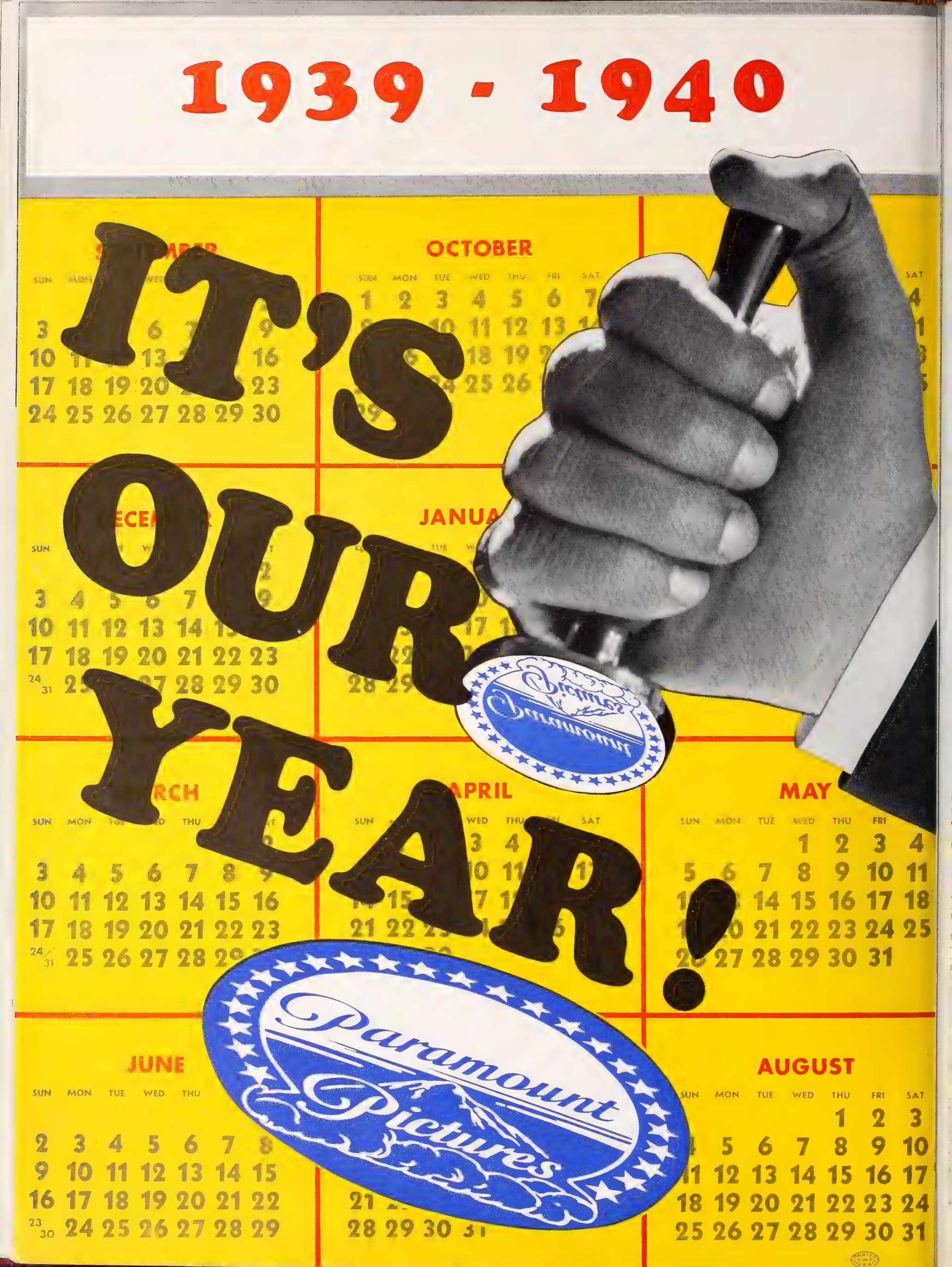
Paramount Pictures

PARAMOUNT RELEASE SCHEDULE

RELEASE DATE	TITLE
September 1	**"BEAU GESTE"**
September 8	**"GERONIMO!"**
September 15	**"THE WORLD ON PARADE"** (Tentative Title)
September 22	**"THE CAT AND THE CANARY"**
September 29	**"$1000 A TOUCHDOWN"**
September 29	**"RANGE WAR"** (Hopalong Cassidy)
October 6	**"WHAT A LIFE"**
October 13	**"JAMAICA INN"**
October 13	**"PAROLES FOR SALE"**
October 20	**"HAPPY ENDING"**
October 27	**"DISPUTED PASSAGE"**
November 3	**"A DOUBLE-DYED DECEIVER"** (Tentative Title)
November 10	**"ARE HUSBANDS NECESSARY?"**
November 17	**"EMERGENCY SQUAD"**
November 17	**"RIDERS of the PANAMINT"** (Hopalong Cassidy)
November 24	**"RULER OF THE SEAS"**

CAST	DIRECTOR
Gary Cooper • Ray Milland • Robert Preston • Brian Donlevy Susan Hayward • J. Carrol Naish	William A. Wellman
Preston Foster • Ellen Drew • Andy Devine • William Henry	Paul H. Sloane
	James Hogan
Bob Hope • Paulette Goddard • John Beal • Douglass Montgomery Gale Sondergaard • Nydia Westman • Elizabeth Patterson	Elliott Nugent
Joe E. Brown • Martha Raye	
William Boyd • Russell Hayden • Matt Moore • Brett Wood Betty Moran • Pedro de Cordoba • Kenneth Harlan	Lesley Selander
Jackie Cooper • Betty Field • John Howard • Janice Logan Lionel Stander • Vaughan Glaser • James Corner	Theodore Reed
Charles Laughton • Maureen O'Hara • Leslie Banks Emlyn Williams • Robert Newton	Alfred Hitchcock
Lloyd Nolan • John Hartley • Wm. Frawley • Richard Dennig	Robert Florey
Pat O'Brien • Olympe Bradna • Roland Young Reginald Gardiner • George E. Stone	Lewis Milestone
Dorothy Lamour • Akim Tamiroff • John Howard Judith Barrett • Gordon Jones	Frank Borzage
Tito Guizar • Emma Dunn • Alan Mowbray Gale Sondergaard • Jane Clayton • Minor Watson	E. H. Venturini
Fred MacMurray • Madeleine Carroll • Helen Broderick Osa Massen • Carolyn Lee	Edward H. Griffith
Lloyd Nolan • William Henry	Louis King
William Boyd • Russell Hayden • George Hayes	Lesley Selander
Douglas Fairbanks, Jr. • Will Fyffe • Margaret Lockwood George Bancroft • Vaughan Glaser	Frank Lloyd

1939 - 1940


OCTOBER
SUN MON TUE WED THU FRI SAT
JANUARY
MARCH
APRIL
MAY
JUNE
AUGUST
SUN MON TUE WED THU FRI SAT
IT'S OUR YEAR!
Paramount Pictures



Off to Paramount convention! Seen at Grand Central station, New York, as they gathered for trip west are: Adolph Zukor and Barney Balaban, Paramount chairman of the board and president, respectively; General Sales Manager Neil F. Agnew; John W. Hicks, George Weltner and Bud Rogers; J. J. Unger, eastern divisional sales manager; Stanton Griffis, chairman of the executive committee—what's that interesting magazine Mr. Unger is reading?

PARAMOUNT WILL MAKE 58 FEATURES

85 Shorts Are Scheduled on New Program Announced At Convention

Fifty-eight features and 85 shorts are on Paramount's schedule for the new season, according to the announcement made at the convention in Los Angeles on Thursday.

During the first day's session the winners in Paramount's sales drive were announced by Neil Agnew.

Leaders in the five separate divisions of this 13 week drive period were as follows; for district managers, George A. Smith was first with Ralph C. LiBeau second. In the branch managers' divisions first place was won by Albert Mendenhall, of Omaha; second John T. Howard, of Detroit and third by Chester J. Bell, of Denver. Salesmen division was led by I. G. White, of Los Angeles, second E. Rubin, of Omaha and third place to J. Wilcox, of Salt Lake. First place in the bookers' division was won by Omaha, second Detroit and third place went to Denver. In the Ad Sales Managers' division, first was won by Wendall Overturf, of Omaha, second Selby Carr, of Minneapolis and third by James Nicoll, of New Orleans.

About $30,000,000 will be spent on the Paramount program.

The complete lineup is as follows:

"Beau Geste," action drama, made by Producer-Director William A. Wellman from Sir Percival Christopher Wren's story of the French foreign legion opens Paramount's new season. Gary Cooper, Ray Milland and Robert Preston head a huge cast featuring Brian Donlevy, Susan Hayward, J. Carrol Naish, Donald O'Connor, James Stephenson, Broderick Crawford and Charles Barton. "Jamaica Inn," film version of Daphne DuMaurier's best seller of the same title starring Charles Laughton and directed by Alfred Hitchcock, ace English director, features Maureen O'Hara, Leslie Banks, Emlyn Williams, and Robert Newton. "Geronimo," epic of Apache depredations in early day Arizona, directed by Paul H. Sloane, features Preston Foster, Ellen Drew, Andy Devine, Gene Lockhart, William Henry, Ralph Morgan, Chief Thundercloud.

"The Cat and the Canary" based on the stage hit by John Willard, a combination of laughter and dramatic suspense directed by Elliott Nugent and starring Bob Hope and Paulette Goddard supported by John Beal, Douglass Montgomery, Gale Sondergaard, Nydia Westman, Elizabeth Patterson and George Zucco. "What A Life," George Abbott's stage hit now in its second year brought to the screen under direction of Theodore Reed and Jackie Cooper and Betty Field sharing starring honors and supported by John Howard, Janice Logan, Lionel Stander, Vaughan Glaser, James Corner and Hedda Hopper.

"Happy Ending," a drama created by Lewis Milestone, co-stars Pat O'Brien and Olympe Bradna with Roland Young, Reginald Gardiner and George S. Stone heading the support. "Disputed Passage," adapted from the Lloyd C. Douglas novel and directed by Frank Borzage with Dorothy Lamour, John Howard, and Akim Tamiroff. "Are Husbands Necessary?" a comedy co-starring Fred MacMurray and Madeleine Carroll under the direction of Edward H. Griffith, features Allan Jones, Helen Broderick, Osa Masson and Carolyn Lee. "Ruler of the Seas," Paramount's newest Frank Lloyd production co-stars Douglas Fairbanks, Jr., Margaret Lockwood and Will Fyffe.

"French Without Tears," Terrence Rattigan's Broadway and London stage play produced in London under direction of Anthony Asquith. "The Double Dyed Deceiver" produced by Harry Sherman from the O. Henry tale, "The Llano Kid" with the singing star Tito Guizar, Emma Dunn, Alan Mowbray, Gale Sondergaard, Jane Clayton and Minor Watson playing top roles. E. H. Venturini directed. "Range War" and "Riders of the Panamint," two more of Harry Sherman's Hopalong Cassidy series with the ever popular William Boyd in the starring roles.

With this lineup of pictures already completed or on the verge of completion, Paramount is ready to go forward with the remainder of the features which will make up the ambitious release schedule planned. These will include:

"The Light That Failed," Rudyard Kipling's story of the gentleman adventurer artist played by Ronald Colman. Produced and directed by William A. Wellman, it will present Ida Lupino and Thomas Mitchell in top roles in support of Colman. "Victor Herbert" starring Allan Jones, features melodies of the beloved composer. "White Flame," a Technicolor production laid against the vivid beauty of the Canadian north woods and starring Ray Milland, Patricia Morison and Akim Tamiroff under direction of George Archainbaud. "Remember the Night," starring Barbara Stanwyck. The dramatic and sophisticated story will be directed by Mitchell Leisen.

"Safari" an adventure romance set against the background of the African Veldt and co-starring Madeleine Carroll and Joel McCrea with Edward H. Griffith directing. "The New Yorker," successor to Jack Benny's forthcoming "Man About Town" is a comedy taken from Eric Hatch's novel "Fly By Night." "Every Day Is Sunday" starring Bing Crosby in the type of role he played in "Sing You Sinners" and directed by Henry Hathaway. "Dr. Cyclops," in Technicolor, will be directed by Ernest Schoedsack. "Amazing Lady" will star Claudette Colbert.

"The Road To Singapore," teams three favorites—Bing Crosby, Bob Hope and Dorothy Lamour against the romantic background of the South Seas. "The Royal Canadian Mounted," to be produced and directed by Cecil B. DeMille, will be made in Technicolor against the background of the Canadian Northwest, and will tell the story of that great body of men, the Royal Canadian Mounted Police. "Casey Jones," will star Bob Burns

"South of Samoa," an action picture, co-starring Dorothy Lamour as a half-caste jungle queen and Robert Preston, with Lynne Overman heading the supporting cast and Edward H. Griffith directing. "Triumph Over Pain," the story of the discovery of anesthesia by heroic Dr. Morton of Boston, taken from the book by Rene Fulop-Miller. Henry Hathaway will direct. "Diamonds Are Dangerous," will co-star Isa Miranda and George Brent.

"London After Dark," presents Charles Laughton in another great role with Vivien (Scarlett O'Hara) Leigh as his leading lady.

"Seventeen," Booth Tarkington's classic of youth and romance with Jackie Cooper and Betty Field as the immortal Willie Baxter and Lola. Louis King will direct. "The Farmer's Daughter," will star Martha Raye as the small-town girl who is determined to make a name for herself in Hollywood, by Harry Leon Wilson. "The Texas Rangers Ride Again," tells the story of the 20th Century Texas Rangers. "The Way of All Flesh," stars Akim Tamiroff with William Henry. Kurt Neumann will direct.

"Our Neighbors the Carters," the story of a small-town American family with a cast headed by Fay Bainter and Frank Craven. Ralph Murphy will direct. "Gulliver's Travels," full-length, all-Technicolor cartoon now in production in the new Miami studio of Max Fleischer, tells about Swift's immortal tale of Gulliver's visit to the Little People of Lilliput. "The World on Parade," story of a New York television inventor.

"Emergency Squads," starring Lloyd Nolan and a strong cast. "Portrait of a Mother," with Henry Hathaway directing. "The Ne'er Do Well," from the Rex Beach novel, to be brought to the screen as a "Special" by Producer Harry Sherman. "I Want a Divorce," a radio story "$1,000 a Touchdown," co-starring Joe E. Brown and Martha Raye. "Paroles For Sale," by J. Edgar Hoover.

Other titles which will round out the 1939-1940 schedule include "Honorable Uncle Lancy," "The Woman From Hell," "Campus Wives," "Broken Heart Cafe," "The Warden Goes to Jail," "Hot Ice," "Opened by Mistake," "Strange Money," "Light of the Western Stars" and "Knights of the Range."

In the short feature field Paramount will release 12 Popeye cartoons, 12 Stone Age cartoons, 6 Color Classics, 10 Paramount Headliners, 13 Grantland Rice Sportlights, 6 Popular Science Shorts, 6 Unusual Occupations, 10 Paramount Paragraphics, 7 Paramount Color Cruises and 3 Symphonic shorts.



Westward Ho! for Paramount's convention in Los Angeles. Lou Diamond settles down to some reading aboard the special from New York. Alec Moss, Milton Kussell and "Chick" Lewis ready to board the train. Lou Nathan, official photographer and Sam Palmer interrupt their reading of Showmen's Trade Review to smile at the camera.

WB BLASTS SKOURAS DUALS

Latter Charges WB Doubles Big Films In Its Own Houses

CO. TO SELL INDIES

A hot controversy raged this week between Warner Bros. and Skouras Theatres over the question of double features. The excitement started with a statement by Gradwell Sears, Warner sales manager, that Warner Bros. "is dissatisfied with the presentation of its product by Fox West Coast and in turn has decided to sell away from this circuit and instead offers its new season's program to aggressive independent exhibitors."

In his statement Sears said:

"In our opinion, a policy which makes possible the presentation of two A attractions such as 'Dodge City' and 'Alexander Graham Bell'; 'Wuthering Heights' and '3 Smart Girls'; 'Oklahoma Kid' and 'Love Affair'; and 'Navy, Blue and Gold' and 'Submarine D1' is definitely destructive, both as far as the public and producers are concerned.

"After a careful examination of the income and performance of Fox West Coast over a period of years, we have reached the conclusion that the handling of our product by this circuit does not contribute to our progress and that its policy of double-billing and flat rental engagements offer no opportunity for expanded income regardless of mert.

The Warners decision has far reaching implications inasmuch as under the industry FAIR TRADE PRACTICE CODE now being drafted, a line of product sold to an independent exhibitor panded income regardless of merit.

This statement mas answered by Spyros Skouras this week charging that Warner Bros. Theatres consistently show double features themselves.

"If Warner Bros. aspire," said Mr. Skouras, "to the honor of being the standard bearers for the abolition of double features, they should abolish double features in some three hundred theatres which they own and operate themselves.

"For instance, the Warner Beverly Theatre of Beverly Hills, California, has recently played double bill such attractions as the following: 'Four Daughters' with 'Valley of the Giants,' 'Wings of the Navy' with 'Yes, My Darling Daughter,' 'Dodge City' with 'Story of Vernon and Irene Castle,' 'Three Smart Girls' with 'Confessions of a Nazi Spy,' and 'Dark Victory' with 'Confessions of a Nazi Spy.' This double feature policy is practiced in over three hundred Warner theatres located in the territories of Pittsburgh, Chicago and Albany and in the states of Connecticut, New Jersey, Ohio and Wisconsin.

"We ourselves are personally opposed to double features, and I want to point out that as long ago as the NRA conferences in Washington, our representative was instructed to advocate the abolition of double feature programs. Although he was unsuccessful, his endeavors and the efforts of those who joined with him are a matter of record. It is well recognized that competitive conditions at present necessitate the use of double feature programs in certain localities.

"In their statement Warner Bros. attacked the showmanship with which we exhibited their product and stated that our methods were costing them loss of revenue. Under the present management of Fox West Coast Theatres Corporation and the other theatre interests of National Theatres Corporation, the film rental paid to Warners for their pictures was about $500,000 for the year 1932 and will be over $1,500,000 for the year 1939 for the same number of theatres.

"Our present contract with Warner Bros. is for the two theatrical seasons 1937-38 and 1938-39. The number of designations of 'A' pictures is largely in excess of those in previous years. Despite the optimism of the sales management at the time the contract was made with us, our results with Warner pictures for 1937-38 were disappointing at the box office. Since last November we have discussed in a number of conferences with Mr. Sears and Mr. Leserman of the Warner Bros. sales department, an adjustment for 1937-38 based on our experience with those pictures and also other liabilities pro and con under the existing contract. We expect that all these matters will be negotiated and settled in the regular course.

"Concerning Warner Bros.' statement that they propose to sell to other exhibitors in our competitive situations, we beg to say that this meets with our whole-hearted approval. We have not solicited Warner pictures for the coming year. We cannot, and of course do not, object to Warner Bros.' election to sell to other exhibitors. This freedom to contract has always been respected by us. We wish Warner Bros. every success."

Wisconsin Exhibitors Face Occupational Tax

Madison, Wis.—An occupational sales tax on their theatres is faced by Wisconsin exhibitors in connection with three sales tax proposals presented to the legislature by Gov. Julius P. Heil as a means of balancing the state's biennium budget. Three million dollars would be raised annually by the tax, it is estimated. A bill to assess a $2.50 tax on each 1,000 feet of film shown in the state is apparently headed for defeat.

NAME RKO RADIO MEET COMMITTEE

Plans Near Completion For 7th Annual Convention

Final preparations for the seventh annual and fourth International Sales Convention of RKO Radio Pictures, which will take place June 19-22 at the Westchester Country Club, Rye, N. Y., are nearing completion with the announcement this week of the various committees to officiate at the sessions. The committees are:

General—A. A. Schubart, M. G. Pollar, W. J. McShea, Harry Gittleson and S. Barret McCormick; Reception—A. A. Schubart, William McShea. M. G. Poller, Bob Wolff, Frank L. Drumm, Phil Hodes, Jack Ellis, Lou Kutinsky. Eddie Carroll. Harry Zeitels and John Dacey; Foreign Reception—Phil Reisman, B. D. Lion, Michael Hoffay and R. K. Hawkinson; Publicity—S. Barret McCormick, Rutgers Neilson, Harry Gittleson and Michael Hoffay; Decorations—Leon Bamberger and Lou Gaudreau; Transportation—W. J. McShea and William Gegenbach.

Columbia Seeks Suit Dismissal

A notification that it will apply to Federal Judge William Bondy on June 16 for an order dismissing the Department's suit against it was made by Columbia this week to the Department of Justice.

EXHIB UNIT FLAYS BILL

Carolina Showmen Hit Neely Measure

Myrtle Beach, S. C.—Condemnation of the Neely anti block-booking bill now pending in Congress was contained in a resolution unanimously adopted this week by the semi-annual convention of the Theatre Owners of North and South Carolina meeting here at the Ocean Forest Hotel. Non-theatrical competition was also denounced, although the convention approved of entertainment for shut-ins.

Sessions for the final day of the meet Monday were in charge of Lyle Wilson of Roanoke Rapids, N. C., president. Ed Kuykendall, MPTOA prexy, was the guest speaker.

Meanwhile, in San Francisco, a new pressure campaign to force passage of the Neely bill by the Senate without delay was being marshalled with the full strength of the Motion Picture Research Council.

Okla. Allied Votes "No" On Arbitration

Oklahoma City—Delegates to the National Allied convention in Minneapolis next week were instructed by members of Allied Theatre Owners of Oklahoma organizing committee meeting here to vote "No" on the Arbitration question. More than 30 other Allied members who rejected the buying pool plan as part of the Allied of Oklahoma set-up also attended the meeting.

COMPLETE PRODUCT SUMMARY

Major Companies	1938-39 Sold	Completed	Being Edited	in Prod.	1939-40 Sold	Completed	Being Edited	In Prod.
Columbia	40	25	5	4	40			1
Westerns	15	12	2		15			
MGM	52	41	3	1	44–52		3	7
Paramount	52	44	3		52	2	7	7
Westerns	6	5	1		6		1	
RKO Radio	54	27	6	3	Not announced			
Westerns	6	4		1				
20th-Fox	54	49	4	1	52		4	8
UA	29	16	1		32	1	3	3
Universal	40	33	1	4	44	1		2
Westerns	6	6			13		1	1
Warner Bros.	60	46	9		52		4	7
TOTAL	408	308	35	17	339	4	23	36
Independent Companies								
Grand National	32	10	2	1	Not announced			
Westerns	18	5						
Monogram	26	20	1		30			
Westerns	16	11		1	24			
Republic	30	18	1	1	30			
Westerns	24	15	2	2	24			
TOTAL	146	79	6	5	108	—	—	—
GRAND TOTAL	554	387	41	22	447	4	23	36

FOR DETAILED PRODUCT CHECK-UP SEE PAGES 16 AND 17

WEEKLY STUDIO CHECK-UP

Any picture on which Advance Dope has been published is followed by an asterisk (*). Consult the booking guide for dates on which Advance Dope appeared.

[This Week: In Production—55; Being Edited—72]
[Last Week: In Production—55; Being Edited—74]

COLUMBIA

Being Edited

WESTERN CARAVANS* (W)
MISSING DAUGHTERS*
GOOD GIRLS GO TO PARIS*
MAN FROM SUNDOWN (W)*
PARENTS ON TRIAL
MOUNTED POLICE No. 2
Charles Starrett, Iris Meredith. Directed by C. C. Coleman, Jr.

A WOMAN IS A JUDGE
Frieda Inescort, Rochelle Hudson. Directed by Nick Grinde.

In Production (1938-39)

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

COAST GUARD
Randolph Scott, Ralph Bellamy. Directed by Edward Ludwig.

ESCAPE FROM ALCATRAZ
Brian Donlevy, Jacqueline Wells. Directed by Hans Schwartz

BLONDIE TAKES A VACATION
Arthur Lake, Penny Singleton. Directed by Frank Strayer

CRIMINAL AT LARGE
Jack Holt, Patricia Ellis. Directed by Lewis Collins. Produced by Larry Damour.

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

LADY TAKES A CHANCE*
MIRACLE OF MAIN STREET
with Margo, Walter Abel, Lyle Talbot. Directed by Steve Sekely.

In Production

ISLE OF DESTINY*

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

ANDY HARDY GETS SPRING FEVER*
ON BORROWED TIME*
STRONGER THAN DESIRE*

Being Edited (1939-40)

WIZARD OF OZ (Tech.)*
BABES IN ARMS*
BLACKMAIL
Edward G. Robinson, Nat Pendleton. Directed by H. C. Potter.

MIRACLES FOR SALE
Florence Rice, Robert Young, Henry Hull. Directed by Tod Browning.

In Production (1938-39)

LADY OF THE TROPICS

In Production (1939-40)

THE WOMEN*
GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

BALALAIKA
Nelson Eddy, Ilona Massey. Directed by Reinhold Schunzel.

MGM (Cont.)

THUNDER AFLOAT
Wallace Beery, Robert Young. Directed by George Seitz.

A DAY AT THE CIRCUS
Marx Brothers and Florence Rice. Directed by Eddie Buzzell.

NINOTCHKA
Greta Garbo, Melvyn Douglas. Directed by Ernest Lubitsch.

MONOGRAM

Being Edited

STUNT PILOT*

In Production

ROLL, WAGONS, ROLL
Tex Ritter. Directed by Al Herman.

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*
MAGNIFICENT FRAUD*
BULLDOG DRUMMOND'S BRIDE*
ISLAND OF LOST MEN*
MILLION DOLLAR LEGS*

Being Edited (1938-39)

NIGHT WORK*
GERONIMO*
BEAU GESTE*
WHAT A LIFE*
CAT AND THE CANARY*
DOUBLE DYED DECEIVER*
HEAVEN ON A SHOESTRING
Pat O'Brien, Olympe Bradna. Directed by Lewis Milestone.

LAWFUL OUTLAWS (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman.

In Production (1939-40)

DISPUTED PASSAGE*
THE STAR MAKER*
RULER OF THE SEAS*
OUR LEADING CITIZEN
Bob Burns, Susan Hayward. Directed by Alfred Santell.

GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

ARE HUSBANDS NECESSARY
Fred MacMurray, Madeleine Carroll. Directed by Edward H. Griffth.

In England

FRENCH WITHOUT TEARS
Ray Milland, Ellen Drew. Directed by Anthony Asquith. Produced by Mario Zambi.

RKO-RADIO

Being Edited

FIVE CAME BACK*
BACHELOR MOTHER*
CAREER*
WAY DOWN SOUTH*
BAD LANDS*
SPELL BINDER*

In England

SAINT IN LONDON
George Sanders, Sally Grey. Directed by John Paddy Carstairs.

In Production

THE KIND MEN MARRY*
TIMBER STAMPEDE (W)*
NURSE EDITH CAVELL*
MY FIFTH AVENUE GIRL
Ginger Rogers, Tim Holt. Directed by Gregory La Cava.

REPUBLIC

Being Edited

MOUNTAIN RHYTHM*
IN OLD CALIENTE*
MICKEY, THE KID*
SHE MARRIED A COP*

In Production

WYOMING OUTLAW (W)*
COLORADO SUNSET (W)
Gene Autry, Smiley Burnett. Directed by George Sherman.

SHOULD HUSBANDS WORK?
James, Lucille and Russell Gleason. Directed by Gus Meins.

20th CENTURY-FOX

Being Edited (1938-39)

SUSANNAH OF THE MOUNTIES*
NEWS IS MADE AT NIGHT*
IT COULD HAPPEN TO YOU*
SECOND FIDDLE*

Being Edited (1939-40)

STANLEY AND LIVINGSTONE*
QUICK MILLIONS*
ESCAPE*
CHARLIE CHAN AT TREASURE ISLAND*
FRONTIER MARSHALL
Randolph Scott, Binnie Barnes.

In Production (1939-40)

HOTEL FOR WOMEN*
THE RAINS CAME*
FALLING STARS*
CHICKEN WAGON FAMILY
Jane Withers, Leo Carillo. Directed by Herbert I. Leeds.

HARMONY AT HOME
Jean Rogers, Robert Kellard. Directed by Otto Brower.

HERE I AM A STRANGER
Richard Greene, Nancy Kelly, Richard Dix. Directed by William Seiter.

ADVENTURES OF SHERLOCK HOLMES
Basil Rathbone, Nigel Bruce. Directed by Alfred Werker.

In England

SHIPYARD SALLY
Gracie Fields, Sydney Howard. Directed by Monty Banks.

UNITED ARTISTS

Being Edited

MAN IN THE IRON MASK*
WINTER CARNIVAL*
MUSIC SCHOOL*

In England

OVER THE MOON
Merle Oberon, Rex Harrison. Directed by Thornton Freeland. Produced by Alexander Korda.

In Production

REAL GLORY*
A CHUMP AT OXFORD
Stan Laurel, Oliver Hardy. Directed by Alfred Goulding. Produced by Hal Roach.

In England

THIEF OF BAGDAD
Sabu, Conrad Veidt, June Duprez. Directed by Ludwig Berger. Produced by Alexander Korda.

UNIVERSAL

Being Edited (1938-39)

THEY ASKED FOR IT*
HOUSE OF FEAR*

Being Edited (1939-40)

MUTINY ON THE BLACK HAWK*

In Production (1938-39)

INSIDE INFORMATION*
FORGOTTEN WOMEN*
MODERN CINDERELLA
Irene Dunne, Charles Boyer. Produced and directed by John M. Stahl.

I STOLE A MILLION
George Raft, Claire Trevor. Directed by Frank Tuttle.

In Production (1939-40)

OLD GRAD*
THE UNDERPUP*
BRIGHT VICTORY*
DESPERATE TRAILS
John Mack Brown, Bob Baker, Fuzzy Knight. Produced and directed by Albert Ray.

WARNER BROTHERS

Being Edited (1938-39)

NAUGHTY BUT NICE*
HELL'S KITCHEN*
INDIANAPOLIS SPEEDWAY*
EACH DAWN I DIE*
DAUGHTERS COURAGEOUS*
STEEPLECHASE*
WATERFRONT*
COWBOY QUARTERBACK*
HOBBY FAMILY*

Being Edited (1939-40)

OLD MAID*
ANGELS WASH THEIR FACES*
NO PLACE TO GO*
ENEMY AGENT*
GIVE ME A CHILD*
NANCY DREW AND THE HIDDEN STAIRCASE*

In Production (1939-40)

PLAYING WITH DYNAMITE
DUST BE MY DESTINY*
LADY AND THE KNIGHT*
CAREER MAN*

RETURN OF DR. X
Lya Lys, Wayne Morris, Humphrey Bogart, Rosemary Lane. Directed by Vincent Sherman

KID NIGHTINGALE
John Payne. Directed by George Amy.

ON YOUR TOES
Zorina, Eddie Albert. Directed by Ray Enright.

COMPLETE CHECK-UP ON ALL PRODUCT

HERE is a list of all companies' programs including the number of pictures sold, those released and completed, being edited and in production. For casts and credits consult the booking guide and the Weekly Product Check up.

Major Companies

COLUMBIA

1938-39

Sold 40 features, 15 Westerns.
Delivered 25 features, 12 Westerns.

RELEASED

Crime Takes a Holiday
Flight to Fame
Little Adventuress
Adventure In Sahara
Blondie
*Terror of Tiny Town
Smashing the Spy Ring
Homicide Bureau
Lone Wolf Spy Hunt
There's That Woman Again
Strange Case of Dr. Meade
You Can't Take It With You
North of Shanghai
My Son Is a Criminal
Let Us Live
Blondie Meets the Boss
Romance of the Redwoods
Whispering Enemies
Lady and the Mob
First Offenders
Outside These Walls
Blind Alley
Only Angels Have Wings
Hidden Power
* Clouds Over Europe
West of the Santa Fe (W)
Law of the Texan (W)
In Early Arizona (W)
Rio Grande (W)
California Frontier (W)
Thundering West (W)
Frontiers of '49 (W)
Texas Stampede (W)
Lone Star Pioneers (W)
North of the Yukon (W)
Law Comes to Texas (W)
Oklahoma Trail (W)
Trapped in the Sky

** Special Release*

BEING EDITED

Western Caravans (W)
Good Girls Go to Paris
Missing Daughters
Man From Sundown (W)
Parents On Trial
Mounted Police No. 2
A Woman Is the Judge

IN PRODUCTION

Golden Boy
Criminal At Large
Coast Guard
Escape From Alcatraz
Blondie Takes a Vacation

1939-40

Selling 40 features, 15 Westerns.

IN PRODUCTION

Mr. Smith Goes to Washington

METRO-GOLDWYN-MAYER

1938-39

Sold 52 features.
Delivered 41 features.

RELEASED

901 Three Loves Has Nancy
902 Boys Town
903 Too Hot to Handle
904 Listen, Darling
905 Vacation From Love
906 Stablemates
907 Young Dr. Kildare
908 The Great Waltz
909 The Citadel
910 Sweethearts
911 Spring Madness
912 The Shining Hour
913 Out West With the Hardys
914 Flirting With Fate
915 Dramatic School
916 The Girl Downstairs
917 A Christmas Carol
918 Stand Up and Fight
919 Burn 'Em Up O'Connor
920 Idiot's Delight
921 Four Girls In White
922 Honolulu
923 Adventures of Huckleberry Finn
924 Fast and Loose
925 Ice Follies of 1939
926 Let Freedom Ring
980 *Pygmalion
927 Sergeant Madden
928 Within the Law
929 Kid from Texas
930 Society Lawyer
931 Broadway Serenade
932 Calling Dr. Kildare
933 Lucky Night
934 Hardys Ride High
935 Tell No Tales
936 It's a Wonderful World
— Goodbye Mr. Chips
939 Tarzan Finds a Son
937 Bridal Suite
938 6,000 Enemies
940 Maisie

** Special Release*

BEING EDITED

On Borrowed Time
Stronger Than Desire
Andy Hardy Gets Spring Fever

METRO-GOLDWYN-MAYER (Cont.)

IN PRODUCTION

Lady of the Tropics
Miracles For Sale

1939-40

Selling 44-52 pictures.

BEING EDITED

Babes In Arms
Wizard of Oz
Blackmail

IN PRODUCTION

Ninotchka
The Women
Balalaika
A Day at the Circus
Thunder Afloat
* Gone With the Wind

** Special Release*

PARAMOUNT

1938-39

Sold 52 features, 6 Hopalong Westerns.
Delivered 44 features, 5 Westerns.

RELEASED

3854 Pride of the West (W)
3801 Sing You Sinners
3855 In Old Mexico (W)
3802 Campus Confessions
3803 Sons of the Legion
3804 King of Alcatraz
3805 Touchdown, Army
3806 Arkansas Traveler
3807 Mysterious Rider
3808 Men With Wings
3809 Illegal Traffic
3810 If I Were King
3811 Thanks for the Memory
3812 Arrest Bulldog Drummond
3813 Say It In French
3814 Little Orphan Annie
3815 Ride a Crooked Mile
3856 The Frontiersman (W)
3816 Tom Sawyer, Detective
3817 Artists and Models Abroad
3818 Disbarred
3819 Zaza
3820 Ambush
3821 Paris Honeymoon
3822 St. Louis Blues
3823 Persons In Hiding
3824 Boy Trouble
3857 Sunset Trail (W)
3863 *The Beachcomber
3825 ...one third of a nation...
3826 Cafe Society
3827 King of Chinatown
3828 Midnight
3829 Sudden Money
3858 Silver on the Sage (W)
3830 I'm From Missouri
3833 Back Door to Heaven
3831 Bulldog Drummond's Secret Police
3832 Never Say Die
3835 Union Pacific
3834 Lady's From Kentucky
3864 * Stolen Life
3836 Hotel Imperial
3837 Some Like It Hot
3838 Unmarried
3839 Gracie Allen Murder Case
3840 Undercover Doctor
3841 Invitation to Happiness
3842 Grand Jury Secrets
3843 Heritage of the Desert
3845 Man About Town

** Special Release.*

BEING EDITED

Renegade Trail (W)
Island of Lost Men
Magnificent Fraud
Million Dollar Legs

1939-40

Selling 52 pictures, 6 Westerns

COMPLETED

St. Martin's Lane
Jamaica Inn

BEING EDITED

Night Work
Beau Geste
Cat and the Canary
Double Dyed Deceiver
Geronimo
What a Life
Range War (W)
Heaven on a Shoestring

IN PRODUCTION

Disputed Passage
Ruler of the Seas
Gulliver's Travels
The Star Maker
Our Leading Citizen
Are Husbands Necessary?
French Without Tears

RKO-RADIO

1938-39

Sold 54 features, 6 Westerns.
Delivered 27 features, 4 Westerns.

RELEASED

902 Affairs of Annabel
903 Fugitives for a Night
901 Room Service
904 Mr. Doodle Kicks Off
905 A Man to Remember
906 Mad Miss Manton
907 Tarnished Angel
908 Annabel Takes a Tour
981 Lawless Valley (W)
909 Law West of Tombstone
948 Peck's Bad Boy at the Circus
910 Next Time I Marry
914 Pacific Liner
913 Great Man Votes
982 Arizona Legion (W)
911 Boy Slaves
912 Gunga Din
915 Beauty for the Asking
917 Twelve Crowded Hours
918 Saint Strikes Back
983 Trouble In Sundown (W)
920 Almost a Gentleman
919 Flying Irishman
916 Love Affair
921 They Made Her a Spy
922 Fixer Dugan
923 Rookie Cop
984 Racketeers of the Range (W)
924 Sorority House
925 Panama Lady
926 Girl and the Gambler
928 Girl From Mexico

Fisherman's Wharf (844) and Story of Vernon and Irene Castle (838) are 1937-38 releases.

BEING EDITED

927 Five Came Back
930 Career
Bad Lands
929 Saint in London
947 Way Down South
931 Spell Binder
Bachelor Mother

IN PRODUCTION

The Kind Men Marry
Nurse Edith Cavell
Timber Stampede (W)
My Fifth Avenue Girl

1939-40

No announcement made yet.

TWENTIETH CENTURY-FOX

1938-39

Sold 54 features.
Delivered 49 features.

RELEASED AND COMPLETED

901 Gateway
902 Keep Smiling
903 Alexander's Ragtime Band
904 Speed to Burn
905 My Lucky Star
906 Safety In Numbers
907 Hold That Co-Ed
908 Time Out For Murder
911 Straight, Place and Show
910 Meet the Girls
919 Five of a Kind
912 Mysterious Mr. Moto
913 Suez
914 Always In Trouble
915 Just Around the Corner
916 Sharpshooters
909 Submarine Patrol
918 Road Demon
924 Up the River
920 Down on the Farm
917 Thanks For Everything
923 Kentucky
922 While New York Sleeps
928 Charlie Chan in Honolulu
926 Mr. Moto's Last Warning
933 Smiling Along
921 Jesse James
929 Arizona Wildcat
925 Tail Spin
927 Three Musketeers
931 Pardon Our Nerve
934 Inside Story
935 Everybody's Baby
930 Wife, Husband and Friend
932 Little Princess
936 Hound of the Baskervilles
937 Mr. Moto in Danger Island
938 Story of Alexander Graham Bell
939 Winner Takes All
945 Inspector Hornleigh
940 Return of the Cisco Kid
941 Chasing Danger
942 Rose of Washington Square
943 Boy Friend
944 The Gorilla
946 Jones Family in Hollywood
947 Young Mr. Lincoln
948 Charlie Chan in Reno
952 Mr. Moto Takes a Vacation

BEING EDITED

954 Susannah of the Mounties
950 It Could Happen to You
949 Second Fiddle
953 News Is Made At Night

IN PRODUCTION

951 Frontier Marshall

1939-40

Selling 52 features.

BEING EDITED

Stanley and Livingstone
Charlie Chan at Treasure Island
Quick Millions
Escape

IN PRODUCTION

Hotel For Women
Chicken Wagon Family
Here I Am a Stranger
The Rains Came
Harmony at Home
Shipyard Sally
Adventures of Sherlock Holmes
Falling Stars

FOR 1938-39 AND 1939-40 SEASONS

UNITED ARTISTS

1938-39

Sold 4 Goldwyns, 5 Wangers, 2 Selznicks, 5 Edward Small, 4 Hal Roach and 4 Langdon and Hardy comedies and 5 Kordas. Total—29

Delivered 2 Goldwyns, 3 Wangers, 2 Selznicks, 2 Edward Small, 4 Hal Roach and 3 Kordas. Total—16

RELEASED

Algiers (Wanger) Drums (Korda)
There Goes My Heart (Roach)
The Young In Heart (Selznick)
The Cowboy and the Lady (Goldwyn)
Trade Winds (Wanger) Zenobia (Roach)
The Duke of West Point (Small)
Topper Takes a Trip (Roach)
Made For Each Other (Selznick)
Stagecoach (Wanger) Captain Fury (Roach)
King of the Turf (Small)
Prison Without Bars (Korda)
Wuthering Heights (Goldwyn)

BEING EDITED

Man in the Iron Mask (Small)

1939-40

Selling 32 pictures as follows: Goldwyn—2, Roach—5; Selznick—3; Wanger—6; Korda—5; Small—7; Chaplin—1; Fairbanks—1; Lesser and Lubitsch—1; Loew—1.

COMPLETED

Four Feathers (Korda)

BEING EDITED

Winter Carnival (Wanger)
Music School (Goldwyn)
Over the Moon (Korda)

IN PRODUCTION

Real Glory (Goldwyn)
Thief of Bagdad (Korda)
A Chump at Oxford (Roach)

UNIVERSAL

1938-39

Sold 40 features, 6 Westerns.
Delivered 33 features, 6 Westerns.

RELEASED AND COMPLETED

3041 *Dark Rapture
3025 Freshman Year
3034 Personal Secretary
3017 Road to Reno
3012 Youth Takes a Fling
3026 Swing That Cheer
3013 Service de Luxe
3016 The Storm
3028 The Last Express
3032 Exposed
3036 His Exciting Night
3042 *Mars Attacks the World
3011 Little Tough Guys In Society
3035 Strange Faces
3022 Secrets of a Nurse
3021 Swing, Sister, Swing
3015 Newsboys Home
3027 The Last Warning
3004 Son of Frankenstein
3023 Gambling Ship
3033 Pirates of the Skies
3005 You Can't Cheat an Honest Man
3024 Society Smugglers
3029 Risky Business
3014 Spirit of Culver
3037 Mystery of the White Room
3001 Three Smart Girls Grow Up
3020 Family Next Door
3006 East Side of Heaven
3019 Code of the Streets
3018 Big Town Czar
3030 For Love or Money
3051 Black Bandit (W)
3052 Guilty Trails (W)
3053 Prairie Justice (W)
3054 Ghost Town Riders (W)
3055 Honor of the West (W)
3056 Phantom Stage (W)
3010 Ex Champ
3040 They Asked For It
Sun Never Sets

** Special Release*

BEING EDITED

3038 House of Fear

IN PRODUCTION

Inside Information Forgotten Women
Modern Cinderella I Stole a Million

1939-40

Selling 40 features, 3 from Harry Edington, 6 Westerns, 7 Outdoor pictures, and "The Mikado".

COMPLETED

The Mikado

BEING EDITED

Mutiny on the Black Hawk

IN PRODUCTION

Old Grad The Underpup
Bright Victory Desperate Trails (W)

WARNER BROTHERS

1938-39

Sold 60 features.
Delivered 46 features.

RELEASED AND COMPLETED

306 Four's a Crowd
365 Secrets of an Actress
305 Valley of the Giants
352 Four Daughters
358 Garden of the Moon
368 B'way Musketeers
302 The Sisters
369 Girls on Probation
355 Brother Rat
310 Hard to Get
318 Torchy Gets Her Man
319 Nancy Drew, Detective
351 Angels With Dirty Faces
370 Comet Over Broadway
362 Heart of the North
303 The Dawn Patrol
359 Going Places
313 Devil's Island
317 King of the Underworld
314 Off the Record
371 Torchy Blane In Chinatown
309 Wings of the Navy
372 Nancy Drew, Reporter
357 Yes, My Darling Daughter
321 The Adventures of Jane Arden
364 You Can't Get Away With Murder
316 Women in the Wind
320 Secret Service of the Air
308 Oklahoma Kid
361 Blackwell's Island
323 On Trial
304 Dodge City
354 Dark Victory

WARNER BROTHERS (Cont.)

353 Confessions of a Nazi Spy
322 Torchy Runs for Mayor
307 They Made Me a Criminal
373 Sweepstakes Winner
374 Code of the Secret Service
375 Man Who Dared
301 Juarez
363 Kid From Kokomo
324 Nancy Drew, Trouble Shooter

BEING EDITED

Naughty But Nice Hell's Kitchen
Each Dawn I Die Daughters Courageous
Steeplechase Waterfront
Hobby Family Indianapolis Speedway
Cowboy Quarterback

1939-40

Selling 52 pictures.

BEING EDITED

Old Maid No Place to Go
The Angels Wash Their Faces
Nancy Drew and the Hidden Staircase

IN PRODUCTION

Playing with Dynamite Dust Be My Destiny
Lady and the Knight Career Man
Return of Dr. X Kid Nightingale
On Your Toes

Independent Companies

GRAND NATIONAL

1938-39

Sold 32 features, 18 Westerns.
Delivered 10 features, 5 Westerns.

RELEASED AND COMPLETED

311 Shadows Over Shanghai
325 Frontier Scout
326 Titans of the Deep
312 Cipher Bureau
313 The Long Shot
W1-1 Water Rustlers (W)
W1-13 Trigger Pals (W)
301 Exile Express
327 Crashing Through
328 To the Rescue
345 *Sunset Murder Case
314 Panama Patrol
W1-3 Singing Cowgirl (W)
328 Renfrew Saves a Lady
W1-19 Six Gun Rhythm (W)
W1-2 Ride 'Em Cowgirl (W)

** Special Release*

BEING EDITED

Lady Takes a Chance Miracle of Main Street

IN PRODUCTION

Isle of Destiny

MONOGRAM

Sold 26 features, 16 Westerns.
Delivered 20 features, 11 Westerns.

RELEASED AND COMPLETED

3810 Barefoot Boy
3811 Under the Big Top
3804 Mr. Wong, Detective
3801 Gangster's Boy
3818 Gang Bullets
3812 I Am a Criminal
3819 Tough Kid
3822 Convict's Code
3805 Navy Secrets
3821 Star Reporter
3806 Mystery of Mr. Wong
3809 Mystery Plane
3824 Undercover Agent
3802 Streets of New York
3820 Boys' Reformatory
3813 Wolf Call
3829 Wanted by Scotland Yard
3823 Should a Girl Marry
3859 Starlight Over Texas (W)
3861 Song of the Buckaroo (W)
3860 Where the Buffalo Roam (W)
3851 Gun Packer (W)
3852 Wild Horse Canyon (W)
3853 Drifting Westward (W)
3862 Sundown on the Prairie (W)
3863 Rollin' Westward (W)
3854 Trigger Smith (W)
3855 Across the Plains (W)
3864 Down the Wyoming Trail (W)

BEING EDITED

Stunt Pilot

IN PRODUCTION

Roll, Wagons, Roll (W)

REPUBLIC

1938-39

Sold 30 features, 24 Westerns.
Delivered 18 features, 15 Westerns.

RELEASED

851 Billy the Kid Returns (W)
844 Blue Montana Skies (W)
818 Come On, Rangers
805 Down in Arkansaw
820 Federal Man Hunt
821 Fighting Thoroughbreds
823 Forged Passport
854 Frontier Pony Express (W)
842 Home on the Prairie (W)
806 I Stand Accused
824 I Was a Convict
801 Man of Conquest
843 Mexicali Rose (W)
809 Mysterious Miss X
810 My Wife's Relatives
817 Night Hawk
865 Night Riders (W)
819 Orphans of the Street
862 Overland Stage Raiders (W)
861 Pals of the Saddle (W)
822 Pride of the Navy
864 Red River Range (W)
853 Rough Riders Round Up (W)
863 Santa Fe Stampede (W)
852 Shine On Harvest Moon (W)
813 S-O-S Tidal Wave
855 Southward Ho (W)
807 Storm Over Bengal
811 Street of Missing Men
866 Three Texas Steers (W)
841 Western Jamboree (W)
808 Woman Doctor
812 Zero Hour

BEING EDITED

Mountain Rhythm (W) In Old Caliente (W)
Mickey, the Kid

IN PRODUCTION

Wyoming Outlaw (W) Colorado Sunset (W)
Should Husbands Work

On These Pages . . .

On these pages appears a complete listing of all product released in the 1938-39 season plus those pictures being edited and in production. Note that in some instances where few pictures are in production that the complete program for the season can be ascertained. This information will be useful to the exhibitor in determining which pictures he will cancel under the 10 per cent allotment now permitted.

A complete summary of all the information on these pages appears on page 14, where the status of each company can be told at a glance.

The information on these pages together with the regular weekly studio check-up and the booking guide provides a constant check on the activity of each company and its schedule of releases. STR welcomes any suggestion for the improvement of this information.

The Box Office Slant

Maisie

(Hollywood Preview)

MGM Comedy-Drama 72 mins.

Swell Direction and Expert Handling of Fine Dialog Help Make This Punchy Film

(National Release Date, June 23)

Cast: Robert Young, Ann Sothern, Ruth Hussey, Ian Hunter, Cliff Edwards and others. Screenplay by Mary C. McCall, Jr. from a book by Wilson Collison. Directed by Edwin L. Marin. Produced by J. Walter Ruben.

Plot: A honky-tonk showgirl, Ann Sothern, stranded in Wyoming, takes a job as attendant at a shooting gallery concession at a Rodeo, where she is unjustly accused of stealing ranch foreman Robert Young's money. Sneaking into the ranch by way of a truck with Young and his sidekick, Cliff Edwards, Ann poses as a personal maid selected by Young to care for ranch owner Ian Hunter's wife, Ruth Hussey. When Hunter kills himself because of his philandering wife, Young is accused of murdering the former, but is saved in the nick of time by Ann appearing with Hunter's lawyer, Richard Carle, who has a letter from his late client telling of his proposed suicide. Young is acquitted and cured of his woman-hating ideas ending in the embrace of Miss Sothern.

SUMMARY: With at least two good marquee names and a swell supporting cast that delivers the fine dialog under snappy well thought out direction, this should more than please audiences. Robert Young and Ann Sothern are ideally cast as the boss cowboy and the small-time showgirl respectively, with the latter turning in an exceptionally good performance as a light comedienne, getting healthy laughs from the cleverly scripted lines given her. Superb support is given the two latter, especially by Ian Hunter, Ruth Hussey and Cliff Edwards. Director Marin rates a big hand for his deft handling of Mary McCall's fine screenplay, the timing of the laughs and the intense interest in the more serious moments of the film, which he gets a fine chance to mix due to the production values given by J .Walter Ruben. Attire house staff in Western outfits and dress lobby with saddles, ranch equipment, etc. Play Cliff Edwards (Ukulele Ike) records in lobby or in truck for street ballyhoo.

OUTSTANDING: Robert Young, Ann Sothern and screenplay of Mary McCall, Jr.

Catchline: "Maisie told no one what she wanted—until she got it." **(FAMILY)**

Grand Jury Secrets

(Hollywood Preview)

Para. Drama 66 mins.

Snappy Direction and Good Acting Should Help Newspaper Yarn Fill Dual Top Spot

(National Release Date, June 23)

Cast: John Howard, Gail Patrick, William Frawley, Jane Darwell, Harvey Stephens and others. Screenplay by Irving Reis and Robert Yost from a story by Irving Reis and Maxwell Shane. Directed by James Hogan. Associate Producer Sam Engel.

Plot: The Bulletin's star reporter John Howard and his cameraman William Frawley with the use of a shortwave receiving set, learn that the Grand Jury with the aid of Howard's brother, Harvey Stephens, assistant district attorney, are to start an investigation into the activities of a bucket shop outfit. Howard believes in getting news scoops by any means. He poses as a priest to get a confession from a youth who is accused of murdering one of the partners in the bucket shop enterprise, but before he can give the story to his paper he is knocked down by his brother, rebuked by the latter's sweetheart, Gail Patrick, and denounced and slapped by his mother, Jane Darwell. He changes his tactics and is instrumental in freeing the innocent youth and causing the arrest of the second bucket shop owner as the murderer.

SUMMARY: Without the aid of marquee names this newsyarn, with the radio twist, makes for a good hour's entertainment through the capable acting and nicely paced direction, and should hold its own as the top half of a double bill. John Howard is convincing as the reporter and gets swell assistance from his cameraman, William Frawley, who furnishes most of the many good laughs in the film. Gail Patrick takes good care of the slight love interest with Harvey Stephens, and the rest of the cast is splendid. James Hogan's snappy direction never lets down and does credit to the fine production Sam Engel gives to the slightly worn screen plot. Try to stir up a contest with amateur short wave set owners, and if possible have a good radio man in lobby with a set to show the intricacies of short wave sending and receiving. Give away hand bills with screeching headlines "GRAND JURY SECRETS TOLD" at .....Theatre.

OUTSTANDING: John Howard and William Frawley.

Catchline: "His outlook on life was changed by a slap from his mother." **(FAMILY)**

LEGION OF DECENCY RATINGS:

(For Week Ending June 10)

SUITABLE FOR GENERAL PATRONAGE

Southward Ho!
Trapped in the Sky

SUITABLE FOR ADULTS ONLY

Charlie Chan in Reno
Five Came Back
The Sun Never Sets

OBJECTIONABLE IN PARTS

Maisie
Panama Lady
The Zero Hour

Distinctive colors!
for every requirement—in
MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 608, 723 7th Ave., N.Y.C. Bryant 9-7532

Southward Ho!

Republic Western 58 mins.

Rogers' Latest Vehicle Is Entertaining Blend of Comedy, Romance and Action

(National Release Date, May 19)

Cast: Roy Rogers, Mary Hart, George "Gabby" Hayes, Wade Boteler, Arthur Loft, Lane Chandler, Tom London, Charles Moore, Edwin Brady. Screenplay by Gerald Geraghty. Original story by John Rathmell and Jack Natteford. Associate Producer and Director, Joseph Kane.

Plot: At the close of the war between the states, Rogers and his pal, "Gabby", are without employment. They return to Texas, where "Gabby" has half ownership in a ranch. The other half belongs to Boteler, an officer of the Union army, who permits the boys to settle on it while he performs his duty as military governor. Unknown to Boteler, his men are led by two scoundrels, for their own gain. They kill their superior officer, but Rogers and "Gabby" succeed in rounding them up. Roger wins Mary.

SUMMARY: This story begins in the South and shifts to the West, so that you won't be far off if you advertise it as a South-Western. Musical interludes, comedy, action, villainy and romance are pleasantly intermingled to make "Southward Ho!" a thoroughly enjoyable film. Cowboy singing star Roy Rogers has a natural charm that's refreshing in comparison to the artificiality of some others, and he is capably abetted by George "Gabby" Hayes, who, we are given to understand, will be his running mate from now on. Hayes supplies a great deal of the comedy, and his addition to the Rogers westerns should heighten their entertainment value. Mary Hart is a lovely heroine, while Arthur Loft and Tom London are as villainous a pair of dishonest tax collectors as ever rattle a tax notice in the face of a poor rancher. Summed up, this newest Rogers vehicle should please as well, or perhaps more, as his former releases. Tie up with music shops. Republic has already arranged tieups on several different national products.

OUTSTANDING: Roy Rogers and George "Gabby" Hayes.

Catchline: "Roy fights a new battle for the old Confederacy." **(FAMILY)**

The Girl and the Gambler

(Hollywood Preview)

RKO-Radio Comedy 62 mins.

Remake of "The Dove" On Modest Budget Will Be Satisfactory On Double Bills

(National Release Date, June 16)

Cast: Leo Carrillo, Steffi Duna, Tim Holt, Donald McBride and others. Screenplay by Joseph A. Fields and Clarence Upson Young from the play "The Dove" by Willard Mack, based on story "The Blue Ribbon" by Gerald Beaumont. Directed by Lew Landers. Associate Producer, Cliff Reid.

Plot: Mexico's top bandit, Leo Carrillo, makes a bet with one of his followers that he can win the love of cafe entertainer Steffi Duna known as "The Dove." Dressing and posing as a big ranch owner he hies to

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See Page 37

the cafe of Donald McBride where he puts on a swell party and buys wine for the house and tries to get The Dove to come to his table for a drink. She, stalling for time, turn to a young gambler, Tim Holt, for help and during a fight at his dice table, in self-defense shoots Carrillo's henchman who used loaded dice on him. Through a ruse the bandit has his men help Holt escape jail and take him to the border, but in the morning Holt shows up at Carrillo's hacienda and as he is about to be shot, Carrillo, seeing how much in love The Dove is with the boy, releases them both, and after collecting his bet tells them to go to the Mission and have the Padre marry them at his command.

SUMMARY: Nicely directed, this modestly produced remake of the stage hit "The Dove" with the help of the Carrillo name should make this a strong bottom half of a double bill. Leo Carrillo, in one of his easy-for-him-to-portray Robin Hood roles, shares top honors with Steffi Duna, who playing the title role, acts, sings and dances delightfully. The rest of the cast is well balanced and exceptionally good performances are turned in by Tim Holt and Donald McBride, under the well paced and even direction of Lew Landers. The screenplay is modernized and the production of Cliff Reid is worthy of mention. Dress house staff in Mexican outfits and get the loan of large bird cage with doves from your local pet shop. Play up the name of the stage hit "The Dove", with Leo Carrillo in all advertising.

OUTSTANDING: Leo Carrillo and Steffi Duna.

Catchline: "Still the Best Dam' Caballero in all Mexico—Leo Carrillo." **(FAMILY)**

Man About Town

Para. Comedy 86 mins.

Excellent Entertainment, Good Clean Comedy Should Score at Box Office

(National Release Date, July 7)

Cast: Jack Benny, Dorothy Lamour, Edward Arnold, Binnie Barnes, Monty Wooley, Isabel Jeans, Phil Harris, Betty Grable, E. E. Clive, Eddie Anderson, others. Screenplay by Morrie Ryskind. Based on a story by Morrie Ryskind and Allan Scott. Directed by Mark Sandrich. Produced by Arthur Hornblow, Jr.

Plot: Jack Benny gets tangled up with titled society in London and society comes out second best. "Rochester," acting as an ebony cupid, helps Benny plunge from one scrape into another, in an effort to attract Dorothy Lamour's attention. Eventually Jack wins out.

SUMMARY: It shouldn't be difficult to make money with this picture, because it is excellent entertainment. It definitely proves Benny's right to his position as a top ranking comedian on the airwaves and is the first picture in which he gets an opportunity to register his famous personality. There is plenty of good clean comedy and some beautifully staged musical numbers and in addition to his usual brand of humor, two specialty numbers by Rochester which will convulse the audience. Dorothy Lamour, Edward Arnold, Binnie Barnes and the rest of the cast turn in flawless performances. Producer Arthur Hornblow, Jr. and Director Mark Sandrich have given the picture every known showmanship angle aimed right for the box office. Spot announcements before and after Benny's regular Sunday evening broadcast. Arrange a popularity contest to select the local "man about town." Stores selling Jello, the product that sponsors Benny's radio program, should cooperate with you on window and counter displays.

OUTSTANDING: Jack Benny.

Catchline: "When Jack steps out in society, society steps down." **(FAMILY)**

Undercover Doctor

Para. Drama 65 mins.

Average Drama of Gangsters vs. G-Men Suitable As Second Feature on Dual Bill

(National Release Date, June 9)

Cast: Lloyd Nolan, Janice Logan, J. Carroll Naish, Heather Angel, Broderick Crawford, Robert Wilcox. Screenplay by Horace McCoy and William R. Lipman. Based on a story from J. Edgar Hoover's book "Persons In Hiding." Directed by Louis King.

Plot: Because his nurse leaves him, Naish, a doctor, takes to drink. An emergency call sends him to a secluded country spot where he is forced to operate on a wounded gangster. He resists accepting remuneration, but they force it on him. Later he changes his mind and offers to become their undercover doctor. His method of making incisions and sewing up wounds of fallen gangsters soon brings him to the attention of the G-Men, headed by Nolan, who rely on these characteristics to get their man. Naish, who has meanwhile become fabulously wealthy, moves around in social circles and becomes engaged to a socialite, Heather Angel, who knows nothing of his undercover activities. Finding he wants to devote more time to his social life, Naish tries to break away from his shady duties. But he doesn't carry out his plans, for Nolan catches up with him.

SUMMARY: Just an average melodrama of gangsters vs. G-Men, this will get by as the second feature on a double bill or, perhaps, may stand alone on a week-end booking where this type of film is the desired entertainment formula. At times there are lapses of movement in the plot which will cause those who expect a maximum of gunplay to fidget in their seats waiting for something to happen. J. Carroll Naish is fairly satisfactory as the doctor, although his dramatic moments with Janice Logan fail to ring true. Lloyd Nolan is a G-Man, while Broderick Crawford, of the stage play, "Of Mice and Men," turns rat in this film as a typical gangster leader. Richard Carle and Heather Angel are adequate. Since the picture was adapted from Hoover's book, sell its thrills by placing an open copy in the lobby and having streamers running from it to stills from the film. Use doctors' prescription blanks for your teaser giveaways. Use an ambulance for street ballyhoo, with someone shouting through a loudspeaker, "Get out of the way of 'Undercover Doctor.' He's dangerous."

Catchline: "His diamond-sharp scalpel was more deadly than a tommy-gun." **(ADULTS)**

Glove Makers Design Glove In Connection With "Dark Victory"

Gloversville, N. Y., the home of the National Association of Glove Manufacturers, Inc., is also the home of that splendid exploitation put on by Manager Frank Boucher for attractions playing the Glove Theatre.

Recently Boucher played "Dark Victory", and in conjunction tied up with the Glove Manufacturers whereby members were to design a glove in keeping with Miss Davis' charming beauty, or in keeping with the fiery dramatic highlights of the picture.

The sketches, and wherever possible, working samples of the glove were placed on display in the Glove Theatre lobby during the showing of "Dark Victory". Sketches were then mailed direct to Miss Davis for her selection and approval.

We don't know whether the contest has been completed and the winner announced, but we do know that it's just another fine sample of Boucher's first-class showmanship.

Beauty Contest During Cotton Week Staged at Waco Theatre

In conjunction with the celebration of National Cotton Week, an amateur and bathing beauty contest sponsored by the Junior Association of Commerce was held on the stage of Waco Theatre, Waco, Texas, recently. From the dozen or so girl entrants, one was chosen to be Miss Waco and was crowned Cotton Queen later at the annual Cotton Ball at the Cotton Palace coliseum.

According to Manager Rex Bodoin, the contest was given plenty of space in the newspapers for a week. And to prove it, he forwarded us the front page of *The Waco News-Tribune* where the event commanded a top headline. What a swell tiein for the theatre! Congratulations, Rex.



Theatre Employes Benefit From Selette's Publication

First Issue Contains a Valuable Article On the Importance of Courtesy

RECENTLY in STR we carried an article about *Ritz Talks*, a weekly paper published by and for the employes of the Ritz Theatre, Albany, N. Y. Now comes the same sort of publication from Warners' Albany Theatre, Albany, N. Y. According to Manager Eddie Selette, *Sez We* has a mailing list of 60 managers throughout New York and New England who have their employes read it. Each employe writes an essay on what he has read, which proves he does not throw the paper away immediately after reading it.

Courtesy Is Important

So important is courtesy in the operation of a theatre, and so intelligently is it discussed in *Sez We*, that we feel sure Eddie won't mind if we reproduce a few excerpts here for the thousands of STR readers throughout this and foreign countries. The article was written by Myron Shellman when he was Eddie's boss and district manager for M and P Theatres in Boston:

"Courtesy, after all, is only kindliness, politeness and civility. But, courtesy is the keynote on which this business is built. Our theatre is operated, primarily, for the benefit and convenience of its patrons. Without patrons this theatre could not exist. Therefore, it behooves every man and woman here employed to remember this always, and to treat all patrons with courtesy and careful consideration. Any member of our force lacking the intelligence to interpret the feeling of Goodwill that this theatre holds toward all patrons cannot stay here very long.

Make Him Want to Come Back

"New customers are just as valuable as old customers—remember that; for each new customer is an old customer in the making. See that you do your part to make him want to come back with his family and his friends. Impress upon him through your courtesy the fine good-fellowship of the place; the "no-trouble-to-help-you" spirit. Never be grouchy, surly or impatient—remember, the patron pays your salary; without him your salary stops and you are out of a job.

"While you are on duty in this theatre, lead such a life that patrons will go away saying: 'That must be a good theatre, because the employes are always so kind and courteous.' Kindness, if you show it to others, will radiate from you like the warmth of the sun over the hill-tops. Kindness, and courtesy, is infectious. Give a cheerful, kind and courteous answer to the meanest grouch (if there is such a person), and you are mighty sure to have a kind answer in return. A grouchy person can't stand up under kindness and courtesy. 'Give, and unto ye it shall be given.' And that goes for a surly answer as well as a courteous one. . . . .

"You, by your conduct, by your behavior, can make or break this theatre. It may take a thousand dollars' worth of advertising to coax a new patron in, and you, with a surly, sulky word, can drive him away never to come back. We're banking our money on your ability to be kind, to be courteous; if you can't make good on our judgment in picking the right sort of assistants, there isn't any room for you here—now or hereafter.

"Courtesy is a mark of breeding for either man or institution.

"Courtesy makes the man; a lack of it will break any business.

"Courtesy may become a trademark; it is the magnet which draws, and holds, loyal patrons. A theatre attracts for the entertainment, the pleasure, it will give. There can be no entertainment, no pleasure, no feeling of contentment when courtesy is lacking.

"Courtesy, good cheer, friendliness — the ability to serve with ostentation, the willingness to give freely of that spirit of welcome that warms the heart—this makes friends of patrons, boosters of those who pass through our doors.

"Let us so conduct ourselves that those with whom we come in contact will feel the warmth of our welcome, our gladness that they have chosen our theatre in which to forget the troubles of this workaday world. Let us remember that once a sharp word is spoken, an ungracious thing done, ill-temper displayed, they can never be taken back. Not all the courtesy of our staff, all the explaining, all the apologies, can atone for the discourtesy of one careless person. . . . .

You Will Not Chew Gum

"If you are courteous, if you are thoroughly 'on the job,' there are a few things you will not do. You will not chew gum. You will not talk loud. You will not say 'yes' and 'no' but 'yes, sir' or 'no, ma'am,' as the case may be. If you are asked the seating capacity of our theatre you will not say 'I dunno,' but you will immediately inquire from one who does know and then remember it for future information. You will not run up and down the aisle; neither will you loiter. Nothing is more annoying to patrons than to have someone run or stand in the aisle. You will not insist upon patrons taking the seats you have chosen for them; rather, you will ascertain their preference and endeavor to place them in the seats they like best.

"You will not 'knock' our programs, neither will you be swayed by the judgment of others. What would be a good show to you may not appeal to others. If you are asked 'Is the show good?' you can honestly answer by saying, 'I understand it is; we always try to have a good show.' Most every patron of a theatre realizes that some sort of an effort is being made by the management to make the public comfortable, to cater to their every want, to so build up the reputation of the theatre that it will be first in the choice of those who seek entertainment.

"But, in the day's work, you may happen to meet someone who just can't be pleased. When this happens it is up to you to do your best, and if you fail, then call your chief or house manager. Then the responsibility is taken from you; you have tried. Perhaps your method was wrong; now give someone else a chance to make good.

"The average person will go along with you; they will sympathize with your work, with your effort to please. They came to the theatre to have a good time; if they had wanted to fight they could have picked up a scrap almost anywhere; they are in a good humor when they meet you. It's up to you to keep them that way.

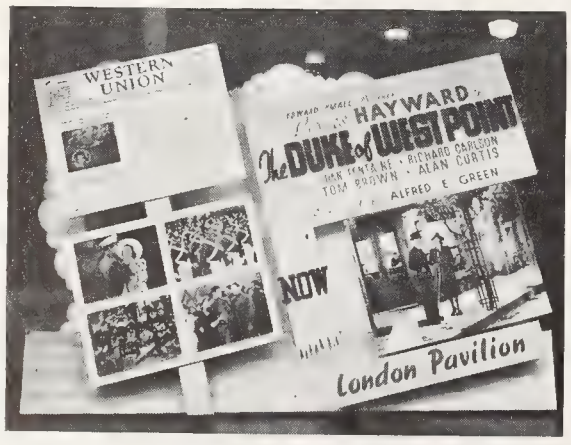
Be Kind to Aged and Infirm

"Especially will you be kind to the aged and infirm. You have our permission to keep a half-dozen able-bodied young people standing until you have made comfortable one eldery man or woman. Remember this.

"Remember, the child of today is the man of tomorrow. Make him comfortable, and at the same time, keep him quiet.

"First, last and always, your job is to render the sort of service you, yourself, would like to receive. You can do it if you try—and we're expecting you to try.

"Our creed: We believe in the firm we are working for and in our own ability to get results. We believe that honest effort can be recognized by honest folk and bring honest results. We believe in working; not weeping; in boosting, not knocking, and in the pleasure of our job. We believe that we'll get what we go after; that a good deed done today is worth two tomorrow; that none of us are beaten until we lose confidence in ourselves. We believe in today and the work we are doing, in tomorrow and the work we hope to do, and in the reward that will come to us for our good work. We believe in courtesy, in generosity, in good cheer and in friendship. But, most of all, we believe in courtesy."



Here's London Showmanship

If you think all the showmanship is this side of the Atlantic Ocean, here's proof to give you a different slant on the matter. For the engagement of Edward Small's "The Duke of West Point," a United Artists release, the management of the London Pavilion tied up with the Western Union for this elaborate window display.

Brodean Girls Aid in Observance Of Rogers Week at Gloversville

During the Will Rogers Memorial Week observance in Gloversville, N. Y., a selected group from the Brodean School for Girls participated in the ceremonies held at the Schine Glove and Hippodrome Theatres, according to Frank Boucher, manager of the Glove.

The ceremonies opened at the Hippodrome and then continued through the week at the Glove with the showing of the official motion picture, made for the occasion, by six Hollywood major studios.

The girls aided in taking up collections which will be used for the future support of the Will Rogers Memorial Hospital, and for its kindred philanthropies maintained for the needy of stage and screen.

Announcement Cards in 3,000 Cabs Plug "Juarez" Premiere

Announcement cards plugging the world premiere engagement of "Juarez" at the Hollywood Theatre in New York, were planted in 3,000 taxicabs of the Town Cab chain.

The Town cabs, with access to the hotels and railroad terminals in the city, were also strategically placed at the New York World's Fair. The cards carried copy reading: "After The Fair Visit Broadway's Gay Night Spots in a Town Cab".

Underneath in large type was copy announcing "Juarez" with production and theatre credits. The card carried pictures of the World's Fair, and the Hollywood Theatre marques.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

BABES IN ARMS

MGM | Drama | Not Set

Selling Names: Mickey Rooney, Judy Garland, Grace Hayes, Chas. Winninger.
Director: Busby Berkeley.
Producer: Arthur Freed.
Story Idea: Grace Hayes and Charles Winninger, an old vaudeville team leave on tour. Mickey Rooney, their son and Judy Garland, daughter of another theatrical team decide to give a show of their own. Grace's and Winninger's tour is a flop, but Rooney's show gets a producer, who gives them an engagement and appoints Winninger a director.
Catchline: "He was a good trouper, on and off the stage."

BRIGHT VICTORY

Univ. | Drama | Not Set

Selling Names: Jackie Cooper, Freddie Bartholomew, Melville Cooper.
Director: Joseph Santley.
Assoc. Producer: Burt Kelly.
Story Idea: Jackie Cooper and his mother Dorothy Peterson are working to complete a wildcat well on the last of their Texas holdings. Alan Dinehart, an unscrupulous oil operator, arranges with Melville Cooper, a gambler and his son, Freddie Bartholomew, to help him get this land. But Cooper and Freddie, when they win the good will of Jackie and his mother, turn around and help them instead.
Catchline: "He redeemed himself with one good deed."

FORGOTTEN WOMEN

Univ. | Drama | Not Set

Selling Names: Sigrid Gurie, Donald Briggs, Eve Arden, William Lundigan.
Director: Harold Young.
Producer: Edmund Grainger.
Story Idea: Sigrid Gurie, while serving a prison term for a crime she did not commit, has a child. The guilty man confesses, but Paul Harvey squelches the story because it might injure the reputation of Donald Briggs, the district attorney. When Briggs, who had adopted the child without knowing his identity, learns of this, he rights the wrong.
Catchline: "She was willing to sacrifice the love of her child for his future."

ISLE OF DESTINY

GN | Drama | Not Set

Selling Names: William Gargan, Wallace Ford, June Lang.
Director: Elmer Clifton.
Producer: Franklyn Warner.
Story Idea: June Lang, on her flight around the globe, stops at a tiny island in the Pacific to visit with her brother who is in command of an emergency air base. She meets an adventurer of questionable background, who operates a trading post on the island and he tricks her into flying to Guam. Her plane is wrecked on a Jungle Island and she discovers contraband goods belonging to the adventurer. She is saved by her brother and his Marines.
Catchline: "Fate changed her destination."

CAREER MAN

WB | Drama | Not Set

Selling Names: Joel McCrea, Jeffrey Lynn, Brenda Marshall.
Director: Lloyd Bacon.
Assoc. Producer: Lou Edelman.
Story Idea: Joel McCrea, a young diplomat stationed in Vienna, meets Brenda Marshall enroute to America and upon their arrival, they elope. Brenda is accused of being a German spy, so McCrea resigns from the service. Then McCrea and Brenda pledge their lives to the extermination of the Nazi spy ring and are acclaimed by the Secretary of State when they succeed in breaking it up.
Catchline: "He gave the nation's answer to a foreign spy ring."

FALLING STARS

20th Cent-Fox | Drama | Not Set

Selling Names: Don Ameche, Alice Faye, J. Edward Bromberg, Lynn Bari.
Director: Irving Cummings.
Assoc. Producer: Harry Joe Brown.
Story Idea: Don Ameche thrilled with Alice Faye's performance at the Winter Garden, signs her up for pictures. Broke and out of a job himself, he borrows money from J. Edward Bromberg, his friend, and brings her to California. He makes a tremendous success, until Alice marries someone else, then he loses heart and starts going backward. When Alice's husband is killed, the two get together again and Alice starts Ameche up the ladder again.
Catchline: "It was a woman's love that spurred him on."

REAL GLORY

UA | Drama | Not Set

Selling Names: Gary Cooper, Andrea Leeds, David Niven, Reginald Owen.
Director: Henry Hathaway.
Producer: Samuel Goldwyn.
Story Idea: Gary Cooper a doctor in the American Army, is sent to the Philippines to replace the commanding officer who had been killed. He finds everyone in deadly fear of the natives, but, when cholera breaks out, Andrea Leeds, daughter of the captain, helps him check the epidemic and then route the troublesome natives.
Catchline: "The birth of the Philippines."

THE UNDERPUP

Univ. | Drama | Not Set

Selling Names: Robert Cummings, Nan Grey, Gloria Jean, Virginia Weidler.
Director: Richard Wallace.
Producer: Joe Pasternak.
Story Idea: Gloria Jean, a product of the New York slums, wins a trip to the summer camp of an exclusive girl's club. Virginia Weidler is the only one who befriends Gloria and, when Virginia tells her of her unhappy homelife, Gloria writes to C. Aubrey Smith, her grandpa and has him get after Paul Cavanaugh and Margaret Lindsay, Virginia's parents and straighten them out. Because of this and other deeds, Gloria is accepted as a member of the club.
Catchline: "She was the Underpup . . . but not for long."

RANGE WAR

Para | Western | Sept. 29

Selling Names: William Boyd, Russell Hayden, Betty Moran.
Director: Lesley Selander.
Producer: Harry Sherman.
Story Idea: William Boyd (Hopalong Cassidy) turns stagecoach robber as well as priest in his efforts to circumvent the activities of a ruthless gang that seeks to prevent the building of a railroad. He brings the outlaws to justice, while Russell Hayden falls in love with Betty Moran, the rancher's daughter, for whose hand he is compelled to fight.
Catchline: "Hopalong's detective work saved the railroad."

"Reserved for Mules—"

"Reserved for mules during the showing of the feature picture, 'I'm From Missouri' with Bob Burns" was the copy which appeared on a homemade hitching post placed on the sidewalk in front of Warners' Ogden Theatre, Chicago, by Manager E. R. Erickson.

PREPARE FOR ANOTHER STORM OF THRILLS AND RECORDS . . .



SAMUEL GOLDWYN'S *production*

"THE HURRICANE"

with Dorothy Lamour, Jon Hall, Mary Astor, C. Aubrey Smith, Thomas Mitchell, Raymond Massey, John Carradine and Jerome Cowan

Directed by JOHN FORD

RELEASED THRU UNITED ARTISTS

Program Exchange


"Union Pacific" Plays Glove Theatre Sun-Mon-Tues., May 28-30

GLOVE THEATRE NEWS

GLOVE THEATRE, GLOVERSVILLE, N. Y

"UNION PACIFIC"--ROMANCE OF AMERICA'S GREAT ADVENTURE

Picture Caps DeMille's 25-Year Film Career

Romance Of Rails Depicted

Thousands of Extras Aid Great Supporting Cast of Players

TIES OF A CONTINENT

An historical event that has much the same meaning for Westerners as the ringing of the Liberty Bell has for citizens of the East—the Gold Spike ceremony that signified the completion of the "Union Pacific" railroad—is brought to the screen by Cecil B. De Mille in his epic picture of the same name.

"Little People" Picked For Heroes By DeMille

Historical Spike Used In Picture

California's Most-Treasured Relic Loaned Film Company

ARMS THAT BUILT AN EMPIRE

Love-making, building a great railroad, fighting Indians and contending with the hostile forces of nature occupy the arms of Barbara Stanwyck and Joel McCrea, the co-stars and romantic leads of "Union Pacific," the story of the first transcontinental railway, which Cecil B. De Mille produced and directed

Out Of The Old West--An Epic Of America's Empire Builders

McCREA AND STANWYCK IN NEW PICTURE

Mighty Drama of Empire Builders

PLAYS THE GLOVE 3 DAYS, MAY 28-29-30

A Blazing Story of Men and Women Who Smashed Their Way to Glory

Spectacular Selling on Spectacular Film

A film as spectacular and sensational as Cecil B. DeMille's Paramount release, "Union Pacific," deserves an announcement in the same vein. Accordingly, Frank Boucher, manager of the Glove Theatre, Gloversville, N. Y., issued a giant newspaper broadside that had the whole town buzzing. With press books carrying such excellent material, you could easily duplicate Boucher's accomplishment. Part of the front page is reproduced here.

Poppay Injects Spirit of Patriotism In His Memorial Day Program; Boucher Scores

WELL, another anniversary for the STR Program Exchange. We're 36 weeks old this week, or something like that. And a heat wave is causing ye editor to mop his brow occasionally. But enough of that. Let's get down to business.

First thing on the program, and in programs, as it were, is the big newspaper-type tabloid issued by Manager Frank Boucher, of the Glove Theatre, Gloversville, N. Y. on the showing of "Union Pacific" at his house. We don't know whether Frank had the job done by a printer locally, or whether some printing company issued the tabloids to any exhibitor who wants them. In either case, they're swell exploitation bets. Distribute them house-to-house, or insert them in regular newspapers if the publishers will permit. Boucher must have done either of those two things, and we'll wager excellent results were apparent at the box office. On this page you'll see a reproduction of the front page.

We're always glad to hear from Sidney J. Poppay, manager of the Warners' Rialto Theatre, York, Pa. In keeping with the patriotic spirit of Memorial Day, Sid put out a flashy red and blue program, with the American Flag being carried by two soldiers against a background of blue studded with stars. There is a white panel with blue lettering giving the theatre name and the main attraction. The rest of the program; that is, the inside spread and the back page, is printed in blue on white. All in all, it certainly imparted the spirit of Memorial Day, so congrats to Sidney.

From Tilbury, Ont., Canada, comes some 2-for-1 tickets issued by Harland Rankin, manager of the Plaza, in cooperation with a Shell Gas and Oil station there. Wish we could take the wife, but Tilbury's too far away from here. Through the courtesy of John Duquette, who sharpens lawn mowers and things like that, Harland also puts out a small "book-mark" of coming attractions. By getting merchant cooperation, he evidently saves a lot on the cost of printing.

This humidity (and not ol' rockin' chair) has got us. So we'll call a halt now until next week. Listen, you members, keep shootin' your programs to us. Some of you are, but a lot of you aren't. How about it?

Members Added This Week

Ronnie Dwyer, Paramount, London Rd., Liverpool, Eng.
Jim M. Owen, Owen Theatre, Branson, Missouri.

—Your Application Blank—

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....

Showmen's Parade

DICK MAYER of New York, has replaced BILL MATTESON at the Studio Theatre, Philadelphia. MATTESON has been ill.

RAY C. HICKMAN, who for many years was a travelling representative for the Shea Circuit, has been appointed to the managership of the Union Theatre, New Philadelphia, Ohio, succeeding LESTER HUTCHEON, who died recently.

ED HAMRICK, has been appointed assistant to manager DON GEDDES at the Orpheum, Seattle, succeeding ERNIE ANDERSON, who resumes his doorman's post. HAMRICK is a brother of JOHN HAMRICK, city manager of the Hamrick-Evergreen chain.

ROBERT NEWKIRK, who was for many years assistant manager of the Penn Theatre, Pittsburgh, has been appointed assistant manager at the Times Theatre, Braddock, Penna.

ELMER HOGE, who started life in show business as an usher at the Lake Theatre in Milwaukee, has been appointed manager of that house by the Warner-Saxe Circuit. He has recently been managing the Granada.

ALFRED L. BARLOW has been appointed manager of the Falls and Rivoli Theatres, Chippewa Falls, Wis., replacing FRED MINER, transferred to the home office of the Miner Amusement Co. in Rice Lake.

Money Dates

JULY

10th

WYOMING ADMITTED TO THE UNION, 1890. This should be a gala day in Wyoming with a picture of frontier days as the attraction.

DUEL BETWEEN BURR AND HAMILTON, 1803. This is a good angle for any picture featuring a duel, since it is one of the most famous in history and one of the last legal ones in the U. S.

14th

BASTILLE DAY. This is France's greatest holiday. MGM had a short a couple of years ago which portrayed events on this day and the writing of the Marseillaise. It is a good time to play any picture with a French Revolutionary background or a travelogue of France. If there is any considerable colony of French people in your town, stage a special show with singing of "The Marseillaise" and "The Star Spangled Banner" and displays of French and American flags.

STARS AND STRIPES ADOPTED, 1777. Through the cooperation of the newspaper run a contest for the oldest flag in your community. You might also run an essay contest on "What the flag stands for."

FIRST WORLD'S FAIR, 1853. With a fair on each coast this year, this day might be worthy of some note.

15th

ST. SWITHIN'S DAY. If it rains today, it will rain for forty days more, according to the old saying. Here's a good line for your newspaper ads on this occasion—"Snap your fingers at St. Swithin's Day. Whether it rains or not, you can always see a good show at the Strand."

Selling the Picture



Here's Swell Theatre Front

The above front on the Melba Theatre, Dallas, Texas, during the run of Monogram's "Streets of New York," was part of a smash exploitation campaign put on by Frances Barr, of the Melba, and Jean Finley, special exploiteer. The overhead board shows Dick Purcell in a menacing pose with a pistol in his hand, while on the other side is a blowup of Jackie Cooper standing next to the lamp-post selling papers. Action blowups were used on corner drums 10 feet high and 10 feet in semi-circle.

Lively "Streets" Campaign Staged at Melba, Dallas

"Streets of New York" has drawn some business-getting exploitation since its release, but none more effective than the general all-around campaign put on by the Melba Theater, Dallas, Texas, recently through the stand out work of Frances Barr, of the Melba, and Jean Finley, special exploiteer.

Publicity started well in advance with stories, lay-outs and tie-ups in the *Dallas News, Times-Herald* and *Dispatch-Journal.* "Ads" that told the story, before and during the engagement and radio promotion played a large part in the success of the campaign. Sales angles used were "One Way Street to the Big House," "Here's Where Killers Are Born," "The Code of the Streets is Steal or Starve" and "Killers in Knee Pants."

De Luxe Lobby

A de luxe lobby was used and the front splashed with giant cut outs, a screaming overboard, lo-foot illustrated side drums and several of the above lines on huge arrows. Daily radio broadcasts by "Miss Interstate" over WRR. Spot plugs from KRLD and the Melba's WRR Kiddie Klub program plugs from the theater's stage pepped up business. There were also special air broadcasts over the 50,000-watt *Dallas News* station, WFAA, advance and current.

A double of Jackie Cooper dressed as a newsboy made rounds of the streets and plugged the picture to the crowds on the corner.

Further exploitation included a *Dispatch-Journal* classified "ad" tie-up with free promotion copy for $25.00 in prizes put up by the theater. The Y.M.C.A. Newsboy's Club also "sold" the picture about town after a talk on the production and its meaning was given to the boys by the club secretary.

Dallas certainly knew that "Streets of New York" was coming and had arrived, and the lively jingle of the Melba's cash register was evidence that it has been there.

Col. Keene Receives Praise On "Juvenile Jamboree" in Georgia

Col. Lionel Keene is still going great guns down there in Georgia with his "Juvenile Jamborees," which are staged by him with local talent in several cities. Many exhibitors report their business almost doubled with the presentation of Col. Keene's entertaining juvenile revue.

As an example of the civic pride taken in them, we reproduce this letter to the colonel from the Newnan Kiwanis Club, Newnan, Ga.:

"Your 'Juvenile Jamboree' given in Newnan under the auspices of the Newnan Kiwanis Club in the beautiful Alamo Theatre, Friday, was thoroughly enjoyed by every one, young and old, who attended the performances.

"It was the most beautiful production ever seen on the Alamo stage, and to you and your assistants go the praise for it all.

"Every member of the Newnan Kiwanis Club endorses your work here . . .

"If you will permit special mention, I would like to say that the perfect work of little Jane and Ann Mize, daughters of Mr. and Mrs. F. K. Mize of West Point, was alone worth double the price of admission.

"I hope you will be very successful in your great work of developing talent among the young people of Georgia . . ."

And we'd like to add our best wishes, too, Col. Keene. Keep up the good work developing local youthful talent.

Cooperative Ad On Opening

When the newly remodeled Cabrillo Theatre opened in San Diego recently, Walter Morris, manager, effected a cooperative newspaper ad with local firms. Besides containing a story about the theatre, including a photograph, the layout also featured the ten firms who had a part in the building of the house, together with an announcement of the opening attraction.

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Bridal Suite	June 3
Broadway Serenade	April 1
Captain Fury	May 20
Dark Victory	April 22
Flying Irishman	March 11
Hardys Ride High	April 22
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Juarez	This Issue
King of the Turf	Feb. 25
Little Princess	Mar. 4
Lucky Night	May 13
Made For Each Other	Feb. 18
Man of Conquest	April 29
Only Angels Have Wings	May 27
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	March 18
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Tail Spin	Feb. 4
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Union Pacific	May 6
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Young Mr. Lincoln	This Issue
Zenobia	Mar. 18

Hollister Shows Patrons That Electric Ironer Has Its Virtues

Reasoning that most people had the impression that an electric ironer was a definite luxury of limited use, Manager C. L. Hollister, of the Babcock Theatre, Wellsville, N. Y., set a Maytag ironer up in the lobby, connected it, and placed selling copy on the cylinder which revolved revealing the machine's virtues. Details of a drawing whereby the ironer would be awarded to lucky patron, were explained in side panels.

As a result, the cooperating merchant was happy, patrons learned a lot about electric ironers they never knew before, and "Holly" increased his business on that particular evening considerably.



JUAREZ

(WAR-EZZ)

Timeliness, Significance Of Screen Achievement Factors That Command Extra Selling



An STR Showmanalysis

(REG. U. S. PAT. OFF.)

HAVING given you "Dark Victory," "Life of Emile Zola," "Confessions of a Nazi Spy," "The Story of Louis Pasteur," "Dodge City," "Four Daughters," "Brother Rat," "Angels With Dirty Faces" and other attractions which have been noted for their mass appeal, Warner Brothers have now made available Paul Muni and Bette Davis in "Juarez."

Depending to your situation, it may or may not be very long until you play this picture. For, after auspicious roadshow engagements in New York and Hollywood at $2.00 top, the film has now been made available for popular-priced runs throughout the country. If you are scheduled to play it in the near future, you should leave nothing undone to see that it receives the large audience it merits. It won't do to simply date the picture in and forget about it.

Film's Timeliness Important

The fact that it "speaks out for the downtrodden, for the poor, and for the democracy which is their hope" is enough to impress one with the timeliness of "Juarez,"— a timeliness that will surely make every American citizen eager to view the film. And yet, there are other attributes just as timely, just as important in helping you plan your campaign to get the most out of it.

When a picture has two former Academy Award-winning stars in it, that is something to guarantee exceptional box office returns. "Juarez" has Paul Muni and Bette Davis. And when the technical staff of that same picture has six academy Award-winning personalties, there is a still further guarantee. "Juarez" has Hal B. Wallis, executive producer; William Dieterle, director; Erich Wolfgang Korngold, music; Tony Gaudio, photography. and Leo Forbstein, director of the Vitaphone Orchestra. Few films can claim such production assets as these.

Don't think "Juarez" is unknown to your general patronage. We'd be willing to wager that at least eight out of ten have heard or read about it and are eagerly awaiting its showing at your theatre. From the time it went into production, which was several months ago, up to the present, "Juarez" has received a barrage of national publicity and advertising.

By means of the radio, in rotogravures, in magazines, in news weeklies, in fan publications, in syndicated columns the film has been given a terrific buildup. Through advertising in several outstanding national magazines, more than 20 million people have been impressed with the film's importance. With all this advance publicity and advertising buildup, almost totally obscure from national and world events would be the person who had heard nothing about it.

Now that Warners have started the ball rolling, you must continue from there. The New York and Hollywood openings were strong factors in making the film an S.R.O. event. It is our belief that you should adhere to the idea of impressing on your public the importance of "Juarez" by making your own opening something local townsfolk will remember for years to come. If the opening is outstanding, you can rest assured crowds will continue to pour into your theatre for the balance of the engagement.

Therefore, the important question is—have you dated "Juarez" yet? If so, let's hope it's sufficiently far into the future to permit you to get an early start. For, it should be pointed out, selling the film to your public goes far beyond the usual exploitation. To prepare for an opening of such significance means that every single detail, down to the minutest, will have to be worked out carefully. You'll need the cooperation of important social and civic leaders—people in both your city and state whose names mean something. Get these luminaries to help sponsor the initial performance. With newspapermen, photographers, and radio announcers and technicians on hand, there will be recorded much publicity certain to be a strong influence on the masses.

There is probably a local organization influential enough to sponsor the opening. When you have lined it up, start shooting publicity stories to the newspaper through the organization. Each day new and more important names can be announced as having been added to the list of sponsors. Each day there can be interesting items about "Juarez" as well as illustrative matter.

Letters to Worthwhile People

To every worthwhile person in town, send out a letter along with ticket order blanks. The stationery should be that of the organization sponsoring the event, and the letters should be signed by the president or some other person strongly influential. With this matter completed, your regular advance sale of tickets begins. Whether or not you wish to reserve seats depends upon you and your situation, and this also applies to the advancing of admissions. Some communities simply won't stand a substantial increase in admissions, so only you can determine just what you should do in this case. The fact remains, however, that you can have tickets made up according to the capacity of your theatre; that they can be sold at your highest normal admission price, or for perhaps a slight increase for the "big names" who will attend; that not only can the tickets be sold by members of the sponsoring body and at your box office to individuals, but in blocks to other clubs, schools, churches and charitable organizations. In other words, don't sit

Here Are Your Cast and Credits

Benito Pablo Juarez ..... PAUL MUNI
Carlota ..... BETTE DAVIS
Maximilian ..... Brian Aherne
Napoleon III ..... Claude Rains
Porfirio Diaz ..... John Garfield
Marechal Bazaine ..... Donald Crisp
Alejandro Uradi ..... Joseph Calleia
Empress Eugenie ..... Gale Sondergaard
Col. Miguel Lopez ..... Gilbert Roland
Miguel Miramon ..... Henry O'Neill
Riva Palacio ..... Pedro de Cordoba
Jose De Montares ..... Montagu Love
and thousands of others

A WARNER BROS. PICTURE

Associate Producer, HENRY W. BLANKE. *Directed by* WILLIAM DIETERLE. *Music by* ERICH WOLFGANG KORNGOLD. *Screenplay by* JOHN HUSTON, WOLFGANG REINHARDT *and* AENEAS MacKENZIE. *Based on a Play by* FRANZ WERFEL *and the Novel, "The Phantom Crown" by* BERTITA HARDING.

with a bunch of tickets in your hands and wait for people to come to you. Instead, go after them.

In the giant "Juarez" campaign book, you'll see photographs of the crowds and the luminaries who attended the New York and Hollywood premieres. This should guide you in working out the details for your own premiere. Now let's get on to other selling phases of the film.

Wide Assortment of Layouts

First, we'd like to point out that seldom do you have such an array of newspaper ads as are available on "Juarez." There are sixteen pages of all sorts and sizes of layouts, so that from your initial teaser up to your "last times today" display you'll have a wide assortment of distinctive layouts. There is little we can advise you in preparing your advance teasers in view of the fact that the regular ads incorporate the highlights you'll want to stress. However, we would suggest that you begin your teasers at least a week, perhaps two, in advance, and that you make out a schedule of the ads you will utilize in the campaign.

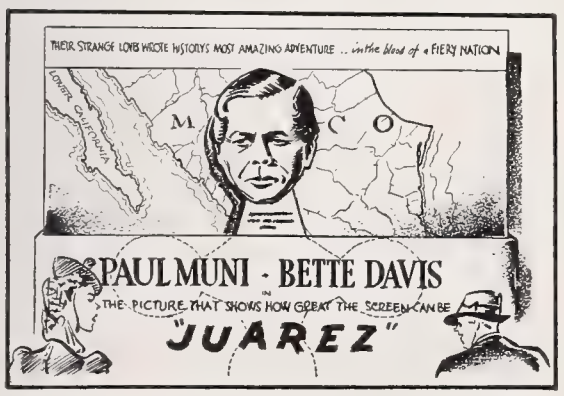
As soon as your date is set, it would be wise to have a display composed of Muni and Bette Davis heads and this copy, "On Its Way—The Screen's Greatest Achievement—Paul Muni and Bette Davis in "Juarez"—Direct From Sensational $2 Roadshow Engagements in New York and Hollywood," made up and placed in the lobby or foyer where crowds for several days to come will be sure to see it. A trailer with this same copy could also be exhibited well in advance, to be followed by the regular Vitaphone trailer a week in advance.

This is a good spot to stop for a moment and caution you to be dignified in your promotion while at the same time being extensive. For instance, we don't believe street ballyhoo would at all be proper. This method of show-selling has its place, but there are many other things you can do which will get over the film's importance without resorting to street ballyhoo. Give this phase of exploitation a rest.

Holds Interest for Students

Outstanding among your activities should be your school contact, if school is still in session. "Juarez" is a film that holds strong interest for educators and students alike. The press book gives you a sample of a letter which should be forwarded to all educators, teachers and students, as well as to patriotic and historical societies, women's clubs, music groups, etc. Once you have the cooperation of school officials, you should go far.

A publication known as *Film Guide* and issued by Film Guide, Taft Building, Hollywood, California, will help pave the way for school promotion. It is especially valuable



Suggestion for Lobby Display

Utilizing a large illustrated map of Mexico for the background, heads of Paul Muni and Bette Davis can rotate alternately to give this eye-catching lobby display a touch of animation. If you wish, scene stills can be spotted on the map, or a "pillar" of photos can stand at either side.



Smashing N. Y. Opening Ad

That impression of bigness, of an achievement in the annals of film history is embodied in this layout used for the premiere of "Juarez" in New York. The ad, along with many others, is available for use in your own newspaper campaign.

because "Juarez" deals with a phase of history that is ideal for classroom discussion. With the guide, contests can be worked out to test the student's knowledge of history and to test him on what he has read and discussed in the guide itself. *Film Guides* are reasonably priced; therefore we suggest you order a liberal quantity now.

If school has been dismissed for the summer in your situation, you will have no chance for school promotion. In that case you will have to contact other groups. You still can, however, get letters out to educators and school teachers, for there will probably still be some of them in town. And essay-writing contests, memory tests, sketching contests, map-drawing contests, etc., can be adapted to the general public or, in the case of the sketching contest of scenes from the picture, to local artist groups.

Stage "Juarez Costume Ball"

You might stage a "Juarez Costume Ball" to which would be admitted only those who come in Mexican or regal court costumes. Besides crowning a "King and Queen" of the ball, prizes could be awarded for the best dancers in different classifications such as the waltz, tango, etc.

Going back over other historical films—for instance, "The Story of Louis Pasteur," "The Life of Emile Zola," etc.—you could pick out stills to use in a newspaper identification contest whereby readers must correctly identify at least one of the characters in each picture. The contest could run over a period of three to four days, with cash and guest tickets serving as prizes.

A full page feature, suitable for your Sunday newspaper magazine section, is shown in the press book. Here is a feature with strong reader interest, and we have little doubt but that your editor will grab it. There are certain portions of the illustrative matter which you can cut apart and use separately in your house organ or as elements for your advertising layouts.

"Juarez", as you will know if you consult the credit box on the opposite page, was based on Bertita Harding's novel, "The Phantom Crown." Blue Ribbon Books, Inc., with offices at 386 Fourth Avenue, N.Y.C., has prepared a campaign featuring a popular-priced edition. Besides having gotten up a special book jacket which gives ample space to the picture's title and cast, the company also has prepared window displays which will be supplied to all book dealers. Be sure that all book shops, lending libraries, regular libraries, and book departments of department stores and drug stores get these displays in their windows and on their counters.

Tie Up With Hosiery Shops

A new shade of hosiery, known as "Juarez," has been introduced by Artplus Hosiery. Get your local dealers to contact the company at its offices at 319 Fifth Avenue, N.Y.C., for information about attractive hosiery window displays to be embellished with scene stills, poster cutouts, etc.

For the engagement of "Juarez" in New York, Franklin Simon's store used a counter display of authentic reproductions of the priceless Court Jewels worn by Bette Davis in the film. The establishment also featured the display in a top space newspaper ad. The jewel reproductions are being marketed with a promotional setup that includes large magazine ads, window and counter displays advertising Miss Davis, and dealer mats for local advertising. Look in the press book on page 39 for more information about this.

The brilliant posters, of which the "6" and "24" are the most outstanding, will serve you well as cutouts. An eye-arresting marquee piece could be made from the "24". Rather than try to convey to you in words the types of lobby and front displays you can arrange, we believe actual illustrations will guide you, and for that reason we call your attention to the sketches on page 42 of the campaign book.

Selling Ideas Summarized

Sell "Juarez" with dignity, with impressiveness and with a high regard for its significance as the crowning achievement of a major company. Sell Paul Muni and Bette Davis as Academy Award winners. Get all the merchant, civic, social and educational cooperation you can muster. Keep your newspaper well supplied with stories and attractive art. By no means have we covered every selling phase, for you will find many in the press book to add to those given here; and you will develop many ideas of your own. But we have striven to cover the vital points in making your campaign and your ultimate engagement a success.



"Romance Is In Style"

With that line as the basis, the stills reproduced above can be used in a "then and now" window display in which the inspiration for modern women's apparel is shown. The reproduction shows only five of the stills; there are 5 others.



This impressive 24-sheet is an excellent source from which to glean your cutout for that marquee display. Or use it as it is on your billboards.

Down-to-Earth Drama Of Lincoln's Youth Is Ideal For Exploitation

An STB Showmanalysis

(REG. U. S. PAT. OFF.)

MOST of us are well informed on that period of Abraham Lincoln's life from the time he entered the White House until his assassination at Ford's Theatre in Washington. Few, however, are thoroughly acquainted with the events that took place during the formative years of Lincoln's amazing life.

That period, when tragic romance seared his soul and he later met the girl who was to become his wife, has been brought to the screen with fidelity by 20th Century-Fox. The company's research department has transferred many episodes to the screen that have never before been used in the field of popular entertainment and that were, heretofore, known only to a few people. One of Lincoln's law cases, a murder trial, becomes the climax of the film.

"Young Mr. Lincoln" becomes especially timely and inspirational because it depicts the liberty-loving American who was the very personification of democracy. At no time in history has the figure of Lincoln loomed so sublime, at no time has there been such widespread interest in everything pertaining to the man whose deeds and greatness are in the hearts of every American as today.

Darryl F. Zanuck's production has been accorded much publicity since the announcement was forthcoming that it had gone into production. The world premiere in Springfield, Illinois, on Memorial Day, with its attendant broadcast of an impressive program in which Lowell Thomas, Marion Anderson, Alice Brady, Cesar Romero, Binnie Barnes and others took part, with its influx of important personages on hand in that city where Lincoln practiced law, was an event never-to-be-forgoten by Springfield residents and those present from outside. And, because of the nationwide broadcast, it will be remembered by millions throughout the country.

Those millions are now awaiting the showing of "Young Mr. Lincoln" in their favorite theatres. True, many are already seeing it, for the film has opened in several key cities. But in averaged-sized towns—your own, for instance—it may have yet to play.

We needn't attempt to impress upon you the importance of the splendid cast that was selected to interpret the various roles, for you are undoubtedly already aware of it. And only a study of the cast and credit box should suffice to convince you. Henry Fonda has been coming right along, winning more and more admirers with each release, so that now innumerable patrons are eager to see his performance as "Young Mr. Lincoln."

In a majority of the ads prepared for the picture, the appeal is based on drama, romance, action, emotion. These entertainment elements are sure-fire in attracting the interest of the most skeptical person. Too, they remind one that the events during Lincoln's career as a lawyer in Springfield were vital and dramatic, and not portions of a cut-and-dried historical record. Therefore, we recommend that in your advance lobby displays, in your newspaper teaser ads, you keep drama, romance, action, emotion to the fore. And the type ad, which informs us "There was another Lincoln!" should by all means be included in your schedule of advance layouts.

It isn't going to be difficult to sell "Young Mr. Lincoln" to your patrons. Rather, we believe that once they know it is to play your theatre, they will want to see it not only because of its entertainment value, but because, as Americans, they feel it their duty, even though there is no coercion to make them.

Organizations, such as the American Legion, the G.A.R. and D.A.R., will surely give you every means of cooperation. Send letters to their presidents to be read at their meetings. Get them to endorse the film by means of feature stories in the paper and via the radio. If you think it feasible, and we believe it is, arrange a screening for these groups. Even if they do little else than talk about it, the word-of-mouth will be suffi-

HOW WELL DO YOU KNOW YOUNG MR. LINCOLN?



Which of the following did he marry:

His first love.
A royal princess.
The daughter of an aristocratic Kentucky family.
Stephen Douglas' sister.
The daughter of Joshua Speed.

Sell It With a Quiz Contest

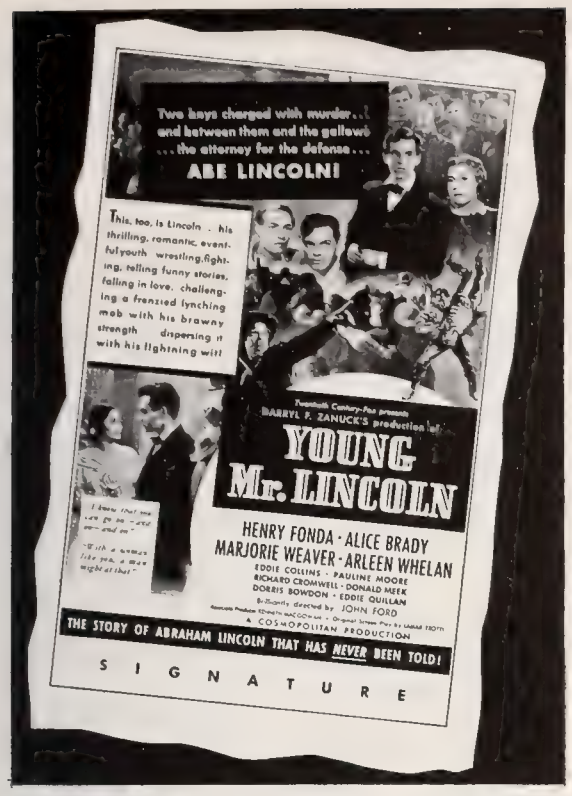
Quizzes are the order of the day, so you should find it easy to conduct a quiz contest about Mr. Lincoln. The illustration above shows one of the four to be used in the newspaper during the quiz. Each day readers check off the correct answers.

Here Are Your Cast and Credits

Abraham Lincoln ....HENRY FONDA
Abagail Clay .....ALICE BRADY
Mary Todd ..MARJORIE WEAVER
Hannah Clay ..ARLEEN WHELAN
Efe .....Eddie Collins
Ann Rutledge .....Pauline Moore
Matt Clay .....Richard Cromwell
John Felder .....Donald Meek
Carrie Sue .....Judith Dickens
Adam Clay .....Eddie Quillan
Judge Herbert A. Bell.Spencer Charters
Palmer Cass .....Ward Bond
Stephen A. Douglas ....Milburn Stone
Sheriff Billings .....Cliff Clark
and many others

A Cosmopolitan Production
A 20th CENTURY-FOX PICTURE

Associate Producer, KENNETH MACGOWAN. *Directed by* JOHN FORD. *Musical Direction by* LOUIS SILVERS. *Original Screenplay by* LAMAR TROTTI.



Ads Personify Thrilling Events

Typical of the ads prepared on "Young Mr. Lincoln," the layout above personifies the thrilling events of Lincoln's early youth, emphasizes the entertainment elements that appeal to all classes. No finer compliment can be paid them.

cient to stimulate added interest in the film.

You should make special efforts to contact members of the bar and law schools, since "Young Mr. Lincoln" depicts the start of the American's legal career in Springfield. They, too, should be included in the audience that sees a screening of the picture, and they could sponsor an attorneys' and law students' night at the theatre. Through the newspaper or over the radio a prominent attorney or judge might speak on the inspiration of Lincoln to the legal profession. Make up blotters and distribute them to all office buildings, so that all law offices are included as recipients.

There have been countless stories—anecdotes, we call them—on the life of young Lincoln. Although many have been told, there are still many that are rare and heard only by a few. In your town may be living folk who are in possession of some little known stories. Seek them out by means of a newspaper or radio contest in which prizes are awarded for the best and littlest known anecdotes. A specific requirement should be that the stories are true, and not made up by the contestants.

Plan Youth Week Observance

In the excellent press book prepared by 20th Century-Fox for "Young Mr. Lincoln" there is a worthwhile stunt, one which, in our opinion, should be tried by every theatre playing the picture. It suggests that you plan a Youth Week to be set aside "in honor of young Lincoln and of the youth of the community." It urges you to get your Mayor to issue a proclamation for such an observance, and then goes on to point out the activities that can take place. It all takes our eye, just as we believe it will take yours, and our best suggestion would be that you open your press book to page twenty-six, read and act. Not only is it a means of arousing interest in youth, but a strong incentive to adults as well.

Are there old-timers in your community who actually saw Lincoln, or were in some way connected with an event in his life? If so, use the newspaper as the medium in conducting a search for them, and invite them to be your guests to see "Young Mr. Lincoln." Some of them, perhaps, might be willing, either as a newspaper or as a radio feature, to tell of their association with Lincoln. And what about old tin-types and other photos reminiscent of the youthful period of Lincoln's life? These would fit well into your Lincolniana display or as a special exhibit in the window of a local photographer showing the advance in photography from that day to the present.

If your town dates back to Civil War days, stage a Pioneer Week in which the things of the pioneer era are contrasted with modern conveniences. Veterans in business life, old business houses, and others identified with several generations of activity could cooperate with you.

There must be any number of concerns in your town which bear the name of the great American. Banks, insurance companies, business establishments and other Lincoln-named groups should be approached for special window displays, cooperative ads, special nights, etc., all in good taste and in keeping with the current interest in Americanism. For banks, Lincoln pennies attached to cards could be used as a promotional piece to induce thrift and at the same time plug your attraction. Conduct a contest to see who has the most Lincoln pennies in their possession. Or, place a jar of Lincoln pennies in the window of the bank or some other institution and invite guesses as to just how many pennies the jar contains.

Set Aside "Lincoln Night"

If there are not too many, invite the Lincolns to be your guests on a night set aside as "Lincoln Night." Identities will, of course, already have been established, and your guests will be equipped with non-transferable tickets which will admit them easily and quickly without each one having to be stopped and asked, "Are you absolutely sure your name is Lincoln? Where are your identification papers? etc."

There's a page-layout in the press book that should help you in promoting a cooperative page with merchants. And there are pictorial features suitable for use in the newspapers. We like especially the anecdote scene mats which can be planted one a day for six days, or used in conjunction with your anecdote contest. Remember, too, that these pictorial features, such as the five-column layout, can be used as the inside spread for your own heralds, with your theatre announcement on the front and merchant ads on the back.

A trailer entitled "The Story That Has



Suggestion for Street Ballyhoo

You'll want a street ballyhoo, and the illustration above shows you how it's done, provided you obtain an old wagon and convert it into a Conestoga type, a forerunner of the covered wagon. Have it driven frequently through the business district by a lanky driver of Lincoln's stature.

Never Been Told" is an exceptional screen featurette available to exhibitors who will play "Young Mr. Lincoln." It is off the beaten path, a swell advance selling job featuring Robert L. (Believe It Or Not) Ripley, and an accessory you should use and exploit.

For an unusual front, and one that's in keeping with the period of the story, convert the lobby and facade into a log house effect, with a rail fence in front of the box office and at the sidewalk curb. Lend rustic backgrounds to your displays. Any relics or heirlooms you can gather should be on display. Get the rail fence effect around the edge of your marquee. Use the illustration from the 24-sheet or the 6-sheet as your marquee piece, or enlarge the still showing Lincoln riding into Springfield, cut out the figure, and place it on display.

That you will make money with "Young Mr. Lincoln" we have little doubt. But you must keep your exploitation within the bounds of good taste; you must impress your potential patrons with the picture's stirring, dramatic entertainment qualities. Let them know that this is the story of Lincoln that has never been told. Use every available billboard and window to impart your message. We feel certain the public will do the rest by making it a point to be on hand when "Young Mr. Lincoln" opens.



Adapt These Layouts For Your Own Cooperative Ads

For the world premiere of "Young Mr. Lincoln" at Springfield, Ill., on Memorial Day, merchants cooperated with special advertisements. We have selected a few at random for illustration here because we believe that you can use them as a basis for your own tie-up ads. The same type of firms and the same products are undoubtedly in evidence in shops in your own community.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

Monogram's next BORIS KARLOFF feature rolls this week with WILLIAM NIGH directing and W. T. LACKY producing. This is the third in the "Mr. Wong" series and is titled "Mr. Wong in Chinatown". GRANT WITHERS has been signed for one of the leading roles.

ROWLAND V. LEE's next producer-director assignment at Universal will be "Friday the Thirteenth", a mystery-chiller now being scripted by WILLIS O. COOPER. There is a possibility that BELA LUGOSI will go into the cast.

GENE TOWNE and GRAHAM BAKER, who will produce four pictures a year for RKO, are writing the screenplay for "African Intrigue" as their initial production. "Swiss Family Robinson" is slated for their second.

ROBERT BUCKNER, Warner Bros. writer who has been working on "The Spirit of Knute Rockne", left Hollywood for South Bend, Ind., to submit the script to Notre Dame University for its approval. WAYNE MORRIS, PAT O'BRIEN, RONALD REAGAN and JOHN PAYNE are tentatively slated to appear in the picture.

ALEXANDER GRENACH, who is featured in "William Tell", refugee play now in progress at the El Capitan Theatre, Hollywood, has been set for the comedy role in MGM's "Ninotchka", which stars GARBO. GRENACH was spotted in the play by SIDNEY FRANKLIN, who is producing the picture, and immediately signed.

HARRY SHERMAN has assigned The King's Men for his next "Hopalong Cassidy" production "Argentina", starring WILLIAM BOYD. The picture is set to go before the cameras on June 15, with NATE WATT directing, on location at Lone Pine.

MARIE WILSON, popular screen comedienne, has been borrowed from Warner Bros. for the leading feminine role in "Should Husbands Work?", third in the "Higgins Family" series at Republic. JAMES, LUCILE and RUSSELL GLEASON play real-life roles of father, mother and son. GUS MEINS is directing.

Assignment of EDWARD NORRIS to play one of the major roles in "Here I Am A Stranger", was announced by 20th Century-Fox. RICHARD GREENE and NANCY KELLY will be co-starred in the production, which has been held up due to the illness of GREENE. The picture will be directed by WILLIAM A. SEITER.

Continuing her abandonment of gay comedy roles, CAROLE LOMBARD has been signed by DAVID O. SELZNICK for the top spot in "The Flashing Stream", which will be DIRECTOR ALFRED HITCHCOCK's second picture for Selznick International.

SOL LESSER has set June 15 as the starting date for the forthcoming IRENE DARE starring picture, "Everything's on Ice", with ERLE C. KENTON as director. For the past four months little IRENE has been rehearsing dancing and skating routines under the direction of DAVE GOULD and LEO MCDONALD, and has eight routines for the film.

EDWARD DMYTRYK, former Paramount film editor who directed "Million Dollar Legs", was awarded his second directorial assignment, "The World On Parade", in which WILLIAM HENRY and JANET WALDO will be featured. DMYTRYK has been in the cutting department for the past ten years.

FRANKLYN WARNER's current Cosmocolor production, "Isle of Destiny", first Fine Arts production in some time, will not be released by Grand National unless the new GN financial set-up is okayed by WARNER. It is believed that a new major releasing deal is under way for Fine Arts product.

"Royal Box", the picture which forced REINHOLD SCHUNZEL to flee Germany, has been acquired by Boris Morros Productions. NAT WACHSBERGER will be associate producer as his first picture under the new recently made deal. The film will be made in English for world-wide distribution.

JANE WYMAN has been cast as JOHN PAYNE's leading lady in "Kid Nightingale" at Warner Bros. Miss WYMAN recently completed "Playing With Dynamite", in which she assumes the mantle of "Torchy Blane", demon girl detective, for the first time.

Every evening, when Columbia's "Golden Boy" company is dismissed for the day, WILLIAM HOLDEN reports to MORRIS STOLOFF, musical director, for a violin lesson. BARBARA STANWYCK, ADOLPHE MENJOU and HOLDEN play the leading parts.



Visiting Dad

Like father, like son! RICKY ARLEN, *5-year-old son of* RICHARD ARLEN, *demonstrates the use of a toy gun while visiting his father on the set of "Mutiny on the Black Hawk" at the Universal Studios. Left to right are* GUINN (BIG BOY) WILLIAMS, *director* CHRISTY CABAUNE, RICKY, *his father and* REGIS TOOMEY.



Stopping for a Moment

Director Elliott Nugent, now making Paramount's "The Cat and the Canary", takes a moment out to light a cigarette for Paulette Goddard who is starred with Bob Hope. Gale Sondergaard, also in the picture, looks on.

Victor McLaglen Gets Top Role in RKO's "Full Confession"

VICTOR MCLAGLEN, who last appeared for RKO in "Gunga Din", will have the top role in the studio's forthcoming "Full Confessions", an original by LEO BIRINSKI, it was announced by production chief PANDRO S. BERMAN.

JOHN FARROW has been assigned to direct under the production supervision of ROBERT SISK. Picture is scheduled to go before the cameras early in July.

JOSEPH CALLEIA and LUCILLE BALL will also have important roles in the picture, with Miss BALL's assignment a tentative one, depending on her complete recovery from her recent appendectomy.

Ratoff to Direct "Intermezzo"

GREGORY RATOFF, who deserted the acting ranks for the production end of motion pictures, was signed by DAVID O. SELZNICK to direct "Intermezzo", which goes before the cameras this week. WILLIAM WYLER, who was scheduled to direct, had a prior contract to start a picture on July 1, so withdrew rather than start "Intermezzo" which could not be completed by then. RATOFF has just completed "Hotel For Women" for 20th Century-Fox.

Rogers Signs New Singing Find

CHARLES R. ROGERS will star LINDA WARE, his fourteen-year-old singing find, in "A Star in Manhattan", following her current "The Star Maker", which ROGERS is producing for Paramount with BING CROSBY starring. The story dealing with autograph hounds is now being scripted by DOROTHY KILGALLEN and JERRY HORWIN. The picture is slated to go before the cameras the early part of July.



That Corny Cowboy Effect

Ann Sothern and Robert are joining Cliff Edwards in trying to get some of the real Western effect in some off-stage rhythm. They are all making "Maisie", an MGM picture, directed by Edwin L. Marin.

Universal Makes Profit of $739,587 In Six Months, Cowdin Reports

J. Cheever Cowdin, Chairman of the Board of Universal Pictures Company, Inc. reported a net profit for the company, before federal income taxes, of $581,587 for the thirteen weeks ended April 29, 1939 as compared with a net loss for the same period last year of $199,487.

For the six months ended April 29, 1939, he reported for the company a net profit, before federal income taxes, of $739,587 as compared with a net loss of $588,285 for the same period last year.

Paramount Signs Joel McCrea to New Two-Year Term Contract

Negotiations were completed with the signing of a new two-year contract by Joel McCrea, which will give Paramount exclusive call on the services of the man who carried the male romantic role in "Wells Fargo" and "Union Pacific".

William LeBaron, managing director of production, announced that the star's first assignment will be a co-starring role with Madeleine Carroll in "Safari", scheduled for production under the personal supervision of LeBaron, with Edward H. Griffith directing.

The picture will go before the cameras about the middle of July.

Fire . . . and Then the Rains Came

Fire, which broke out on "The Rains Came" at 20th Century-Fox and threatened to destroy a $50,000 palace set, was quickly extinguished. The studio workers merely started a cloudburst and put the flames out before the fire trucks could arrive. A hot arc, set too near an awning, caused the blaze.

"Coney Island" Scheduled at WB

A cast headed by Pat O'Brien, Claude Rains, Humphrey Bogart, Gloria Dickson, Marie Wilson and Maxie Rosenbloom, are scheduled for Warner Bros. production to be called "Coney Island", which Lewis Seiler will direct. The studio plans to send the cast East for actual location shooting some time in July, when Coney Island is at the height of its hectic summer season. Tom Reed wrote the original story on which "Coney Island" is based.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Warner Bros. have put more care and production value into their swell short, "Sons of Liberty", than most major studios do with their average picture, and the result is one of the finest featurets ever made. Too bad we can't show this one at all "Bund" meetings.

Ran into Charlie Lamont on the Universal lot, all steamed up over his next assignment, "Sandy Takes A Bow". We'll have to visit with you, on the set, and see if you still remember how to handle an infant, now that your own youngster is grown up.

"Charlie Chan" Toler has been signed by Producer Harry Sherman for William Boyd's next "Hopalong Cassidy" picture, "Argentina", which is to be directed by Nate Watt. Clever people these Chinese . . . shifting from super-detective to western hero, with only a slight change in make-up.

That gala preview of 20th Century-Fox "Young Mr. Lincoln" was another big Hollywood success to be credited to Harry Brand and Company . . . and another big boxoffice winner for Mr. and Mrs. Average Public's enjoyment. Here's one picture that can be sold as "guaranteed entertainment" to young and old.

The casting of Sidney Miller, Mickey Rooney's real life buddy, in MGM's "Babes in Arms", gives the two a chance to continue with their between-scenes composing. They are now writing a swing ditty, titled "Afternoon in a Cold Shower" . . . which sounds like a swell idea for next month.

Edmund Lowe will pitch the opening inning of the annual charity game between the Leading Men and Comedians on July 30, with David Butler, director, working behind the plate. The date has been set back in order not to conflict with racing at Hollywood Park. How about turning it into a "chiller" by signing Boris Karloff as umpire.

Niven in "Whose Wife?"

David Niven has been loaned from Samuel Goldwyn for the male lead in the forthcoming Walter Wanger production, "Whose Wife?", co-starring Loretta Young. Shooting is scheduled to start as soon as Wanger completes his current United Artists picture, "Winter Carnival". Tay Garrett will direct from an original screenplay by Gene Towne and Graham Baker.

Looks Funny

The dialogue must be awfully good in Frank Capra's *new Columbia picture, "Mr. Smith Goes to Washington", co-starring* Jean Arthur *and* James Stewart *for here are* Stewart, Miss Arthur *and the director having a hilarious time during one of the rehearsals.*





Study in Concentration

Lewis Stone, Cecilia Parker and Fay Holden watch action from offstage during the filming of "Andy Hardy Gets Spring Fever", directed for MGM by W. S. Van Dyke.

MGM Has 20 Pictures On Tap For Its Current Working Schedule

With a total of twenty pictures on current working schedule, MGM reached a new production peak for the year. Eight of the pictures are before the cameras, three of which started last week. Five others will start within the next ten days.

Ready for immediate production are, "Northwest Passage", starring Spencer Tracy and Robert Taylor; "It Can't Happen Here," the sensational Sinclair Lewis novel; "Balalaika", starring Nelson Eddy; "These Glamour Girls", *Cosmopolitan* magazine story; and "Blackmail", Edward G. Robinson starrer.

Now shooting are, "The Woman", "Lady of the Tropics", "Thunder Afloat", "A Day at the Circus", "Miracles For Sale", "Babes in Arms" and "Ninotchka". Three other story properties are being prepared for mid-June producing and five pictures are being edited for early release.

Bob Burns Signed

Bob Burns will share stellar honors with John Wayne in RKO's "Pennsylvania Uprising", which Producer P. J. Wolfson will send before the cameras early next month. Claire Trevor has been signed for the feminine lead. The screenplay, which is based on Neil Swanson's novel "The First Rebel", was written by Producer Wolfson.

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

IN THE SHORT SHOPS

MGM

"He Could Take It," digest of the life of the beloved liberator, Abraham Lincoln, between the ages of 20 and 52, will be the subject of a new Carey Wilson miniature soon to go into production. Based on hitherto unknown incidents in the life of Lincoln, the short subject will lead the field of Lincoln material scheduled to emanate from Hollywood during the next few months. The series of misfortunes that branded the Civil War President an utter failure until he was past 50 were compiled by Arno Reincke and were published in The Readers Digest.

In the future, Robert Benchley will be seeing his films and commenting on them from his own Beverly Hills home. The comedian has just installed a complete projection and sound recording apparatus in the new addition to his home. Benchley's latest comedy, "Dark Magic," was released nationally last week. Roy Rowland directed and Jack Chertok produced.

James A. FitzPatrick has completed the editing of his latest one-reel travelfilm, in Technicolor. The short, "Colorful Curacao," is ready for immediate release.

The next in John Nesbitt's Passing Parade series will be "One Against the World." The story, prepared by Doane Hoag, concerns the first major operation ever performed in this country. Fred Zinneman will direct. The central character is Dr. Ephraim MacDonald, who performed the operation in Danville, Kentucky, in 1809. Jack Chertok will produce.

"Prophet Without Honor," the story of Matthew Fontaine Maury, who made the first trans-oceanic weather charts and has been called the father of the weather bureau, is ready for release as Carey Wilson's latest miniature. Tom Neal enacted Maury. Felix E. Feist directed and Jack Chertok produced.

Second cartoon in the Three Bear series by Producer Hugh Harmon to follow "Goldilocks and the 3 Bears," is being writen by Jack Cosgriff and Charles McGirll. The story is as yet untitled.

One of the wonders of the world is the subject of James A. FitzPatrick's latest Traveltalk one-reeler in his "See America First Series." The commentator returned recently, with the first shots of a complete travelogue film on Yellowstone Park. This is the third Technicolor one-reeler in this series, which will picturize the highlights of an American travel tour.

RKO

Edgar Kennedy will start the first of his new series of starring shorts on the 1939-40 season this week, with Charles Roberts directing. The new series launches Kennedy's tenth consecutive year as star of the "Average Man" comedies, and gives him the record of the longest run in the two-reel comedy starring field. The comedian will make six shorts on this year's program. Bert Gilroy is producer.

Frederic Ullman, Jr., who has been at Callander, Ontario, as production chief on the Dionne Quintuplet picture tentatively titled "Five Times Five," returned to New York over the week-end. Cameras started to grind on the fifth birthday of the quintette and the two-reel special will be ready for late June release!

"The World of Tomorrow," a one-reel kaleidoscopic picturization of the New York World's Fair, will be Number 11 on RKO Pathe's list of Reelisms.

Reelism Number 12 will be "Kennel Kings," starring the whisker-to-tail perfection of many members of canine artistocracy. Filmed at the Morris-Essex dog show and at other leading kennels, the short will show the training and grooming of a prize dog before a show, and the points on which various breeds are judged.

"Zoo," last Reelism release for this season, is now being filmed at St. Louis, showing the trained animals and barless cages of that city's unique and popular zoo.

Vitaphone

Marie Wilson will be starred in "Lizzie," which may be the forerunner of a new series of two-reel comedies. Owen Crump will do the script and shooting is scheduled for this month.

A deal closed to distribute two single-reel short subjects produced by Errol Flynn and Howard Hill under the corporate name of Flynn-Hill Productions. The pictures deal with hunting and fishing with the bow and arrow and were made at Cape San Lucia off lower California coast. Hill, who is a champion archer, appears as the star of the shorts, while Flynn functions as producer.

Maxie Rosenbloom, screen player, night club entrepreneur and sometime pugilist, will be featured in a series of shorts to be produced under the supervision of Gordon Hollingshead. First of the series, which will go before the cameras this week with Johnnie (Scat) Davis also featured in it.



Tucker Gets Huge Postcard

By way of indicating they haven't forgotten the man who once led the band at the Spanish Gardens in Naperville, Ill., residents sent Orrin Tucker the huge postcard which he is showing to vocalist Bonnie Baker. Tucker, one of the nation's most popular orchestra leaders, is featured in the Paramount Headliner A8-4. The above stunt could be worked on other orchestra short reels, too.

. . NEWSREEL SYNOPSES . .

(Released Saturday, June 10)

PARAMOUNT (No. 89)—British King and Queen welcomed in United States; (Other subjects to be added not available at time of going to press.)

PATHE (Vol. 10, No. 93)—Japan master over scorched earth; Memorial to Will Rogers unveiled at Washington; Smart summer fashions in Vogue; U. S. acclaims King and Queen.

NEWS OF THE DAY (Vol. 10, No. 278)—U. S. acclaims King and Queen; Fire at Times Square, N. Y.; Memorial to Will Rogers unveiled at Washington; English warships sweep skies; Gov. James honored at Chester, Pa.; Tony Galento in training; Swim stars in rough water derby.

MOVIETONE (Vol. 21, No. 78)—U. S. acclaims King and Queen; Memorial to Will Rogers unveiled at Washington; Navy bombers in flight over San Diego, Calif.; Flyer to Mars arrested; New parachute demonstrated; Jewels at World's Fair; Belmont stakes; Swedish gymnasts demonstrate; Louis and Galento in training; Lew Lehr and Indians.

UNIVERSAL (Vol. 11, No. 778)—Memorial to Will Rogers unveiled at Washington; Fire at Times Square, N. Y.; Flyer to Mars faces arrest; World's largest bowling alley; Birthday party for kids at Independence, Kan.; Pick perfect back at San Francisco; Prince of Norway goes skiing at Mt. Hood, Ore.; Mirrored fashions; Navy bombers on trial flight over San Diego, Calif.; U. S. acclaims King and Queen.

(Released Wednesday, June 7)

PARAMOUNT (No. 88)—Hoover at Lincoln Memorial University; French air circus thrills spectators; Gas explosion at Barberton, O.; Man made floods at Grand Coulee Dam; Fred Snite, Jr. at Shrine of Miracles; "Flying Hotel" on test flight over Manhattan; Derby at Epsom Downs; Nova kayos Baer in 11th round; Galento in training for bout with Louis; America vs. Britain 11-7 in polo.

NEWS OF THE DAY (Vol. 10, No. 275)—Homes burned to clear way for Grand Coulee Dam; British sovereigns head for U. S.; Annapolis launches class of '39; "Flying Hotel" on test flight over Manhattan (except Atlanta and New Orleans); Glider crashes in crowd in France (except Atlanta and New Orleans); Air meet at Birmingham, Ala. (Atlanta and New Orleans only); Fred Snite, Jr. at Shrine of Miracles; Mussolini mobilizes modern Amazons; America defeats Britain 11-7 in polo; "Blue Peter" wins derby at Epsom Downs.

MOVIETONE (Vol. 21, No. 77)—League of Nations in session; Holland queen visits Belgian king; Annapolis launches class of '39; Mussolini mobilizes modern Amazons; LeDeane Mount chosen Smile Girl in Missouri; "Flying Hotel" in test over Manhattan; Glider crashes in crowd in France; Air show at Birmingham, Ala.; Bombardment test in California; Lew Lehr and electric hair-trimmer; "Blue Peter" wins derby at Epsom Downs; Harry Cooper wins prize in golf tournament; America defeats Britain 11-7 in polo.

PATHE (Vol. 10, No. 92)—Refugee ship seeks new world haven; French premier honors U. S. war dead; Leiserson appointed to Labor Board; America defeats Britain 11-7 in polo; Wildcat gusher floods streets of California town; Danish gymnasts arrive for N. Y. Fair; Galento grooms for Louis title bout; Johnstown wins Belmont stakes.

UNIVERSAL (Vol. 11, No. 777)—School blast at Barberton, O.; King George visits disabled veterans; Cuba opens door to refugees; Annapolis launches class of '39; Area cleared for Grand Coulee Dam; Glider injures 7 at French air meet; Fred Snite, Jr. at Shrine of Miracles; Giant airliner arrives in East; 70,000 Facist women parade; Air show at Birmingham, Ala.; Danish gymnasts here for N. Y. Fair; Indians in "suicide" race at Keller, Wash.; America defeats Britain 11-7 in polo.



Working with the Quints

Frederic Ullman, Jr. production chief of the Dionne Quintuplet picture, "Five Times Five" is pictured here with Dr. Allan Roy Dafoe and Alexander Woollcott narrator of the two reel subject, which will be released by RKO.

CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address, Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book containing every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

EQUIPMENT FOR SALE

FOR SALE—TWO SIMPLEX SOUND PORTABLE machines complete amplifier, speaker, screen, reels, etc. Like new, bargain. P. O. Box 662, Gainesville, Ga.

PROJECTION-SOUND SERVICING

BOOK DEPT.—"REPAIRING INTERMITTENT MOVEMENTS, 50c; "How To Set Sound Lenses" (four feet film), 50c each booklet—Compiled by Wesley Trout, Engineer.—"Servicing Sound Equipments Charts", handbook 95c (Postage 10c). Trout's Theatre Record Ledger, easy way to keep accurate account your daily business, $1.49.—TOOLS: Wrench for Powers Int. Bushing 49c; Set five-punches 95c; Sprocket Pullers $1.49. Cash with orders. (Expert advice on Servicing All Makes of Sound & Projection Equipments $1. Have Serviced RCA, Western Electric, Simplex, etc. Read my Articles on Servicing Sound, Projection, Television & Radio.) (Note: Discontinued General Supplies). WESLEY TROUT, Box 575.. ENID. OKLAHOMA.

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WANTED TO BUY THEATRES IN VIRGINIA, West Virginia or North Carolina in towns of less than 5,000. J. F. LOFTUS, BRANDY, VA.

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Short Subject Reviews

DAREDEVILS OF THE RED CIRCLE

Rep. Serial ***Looks Great***

1st Chap., 30 mins.; 11 others, 20 mins. each

Comment: Oh boy, does this start off swell! Convict 39013 escapes from the penitentiary and comes back to wreak his vengeance on his former business partner. He begins by wrecking the partner's business ventures one by one. When an amusement center is destroyed, the brother of three daredevil aerialists is killed, and they enlist in the service of the harassed. That's what they think! This 39013 (who goes by his number) is so clever and diabolical that he can make himself up to look and talk just like his former partner while he keeps the partner a prisoner. He fools the daredevils; even has the partner's daughter thinking it's dear old dad. Next thing on 39013's schedule is to destroy a new underwater tunnel, and the first episode ends with the girl, one of the daredevils and a squad of police trapped in the collapsing tunnel. Your audiences won't have to be kids again to enjoy this, for although it's highly fantastic, it is performed and acted with such skill that even the most skeptical theatregoer will find himself almost overcome with suspense. One look at the first chapter will have 'em coming back for more. Charles Middleton, as 39013, is excellent in a sinister way, while Miles Mander, Carole Landis, Charles Quigley, Herman Brix and David Sharpe all perform admirably. Republic knows how to make good serials, too. William Witney and John English collaborated on the directorial assignment.

Exploitation: Get them in for the opening episode, and it will be difficult for them to miss any of the others. Send out teaser cards imprinted with a red circle and the query, "Who are the 'Daredevils of the Red Circle'?" Make up sensational handbills and distribute them throughout the city. In one scene Charles Quigley is shown using an electric razor—this probably means a tieup, so take advantage of it.

INSIDE THE CAPITOL

Prod. No. 9903 ***Good***

Col. Washington Parade No. 3 10 mins.

Comment: This is a camera tour inside the Capitol building, with close-ups of famous sculptures and paintings as we tour the rotunda, Statuary Hall, House of Representatives, Speaker's lobby, Senate Chamber, etc. There are pictures of members of Congress seen in their offices and arriving at the Capitol. The running comment strikes effectively on the patriotic note and is a good, concise description of the subject covered so well pictorially.

Exploitation: School interest should be worked up in a subject of this type—it is excellent supplementary education for civics classes and school authorities should be interested. Newspaper publicity can be obtained by impressing on editors the value of pictures as background for the large amount of Washington news published daily by them.

PICTORIAL NO. 10

Prod. No. P8-10 ***Good***

Para. Pictorial 11 mins.

Comment: The Ted Peckham Escort Service—which rents young men to take lonely ladies to theatre, night club or social affairs—is presented under the heading of "Gentlemen at Work." Arts and crafts practiced in the modern Orient, shown in several views with comment by Ward Wilson. 'The Song of the Year" offers Leo Robins and Ralph Rainger, composers of "Thanks for the Memory," which received the Best Song Award of the M. P. Academy, and adds the scene from "Big Broadcast of 1938" in which Bob Hope and Shirley Ross sing the number. Good variety in this.

Exploitation: Play up the Bob Hope-Shirley Ross song number for window and advertising tie-ups of music shops on phonograph records of 'Thanks for the Memory," featuring fact it was given the Academy award. The Peckham Escort Service has been widely plugged in newspapers and on radio. Feature this as showing how this unusual business is carried on.

WAR, PEACE AND PROPAGANDA

Prod. No. 93,111 ***Timely***

RKO-Radio March of Time No. 11 19 mins.

Comment: This issue of the March of Time consists largely of how Britain is attempting to sell itself to the U. S. today, especially its buildings at the World's Fair and particularly the visit of the King and Queen this week. The issue traces the background of British foreign policy and carries this up to the present day with scenes of the defenses in various countries surrounding Germany which are today regarded as threatened. The reel is interesting, particularly in this latter portion which gives a good idea of how close Europe is to war and the efforts which will be made to embroil us. The subject should get a good play and will hold the interest of audiences.

Exploitation: Peace societies and other organizations will be interested in this. Get the newspaper to run stories about this propaganda and conduct an open forum on its effect in your city.

Interviews, Diving Contest Good Stunts for "Heroes at Leisure"

The short subject, "Heroes at Leisure," paves the way for you to conduct a questionnaire among local newspaper readers to find what their off-season pursuits are. Local life guards might be your guests at a special performance, with an inquiring reporter interviewing them afterward on their reaction to the film and on their activities during the winter months.

In view of the spectacular diving ability demonstrated in the subject, you could arrange to have a local diving contest at the Y. M. C. A. or some other pool, with a special prize offered to the participant who can remain below the surface the longest.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning June 10)

ASTOR—Prophet Without Honor (MGM).
CAPITOL—Riding the Crest (RKO); Inside the Capitol (Col.) rev. this issue; Somewhat Secret (MGM) rev. 4-22-39.
CRITERION—Hal Kemp & Orchestra (Para.) rev. 11-26-38; March of Freedom (Univ.) rev. 5-20-39.
PARAMOUNT—Ghosks is the Bunk (Para.); Death Valley Thrills (Para.); Popular Science No. 5 (Para.) rev. 6-3-39.
RADIO CITY MUSIC HALL—Goofy and Wilbur (RKO) rev. 10-22-38.
RIVOLI—The Practical Pig (RKO) rev. 10-22-38; Television (RKO) rev. 5-6-39.
ROXY—The Prize Guest (20th-Fox); Good Neighbors (20th-Fox).
STRAND—For Your Convenience (Vita.), Hobo Gadget Band (Vita.).

CHICAGO LOOP

(Week Ending June 10)

APOLLO—You're Next to Closing (Vita.); Sandhogs (20th-Fox); Believe It Or Else (Vita.) rev. 6-3-39.
CHICAGO—Prophet Without Honor (MGM)
GARRICK—The Greener Hills (MGM); Death Valley Thrills (Para.).
ROOSEVELT—Popular Science No. 5 (Para) rev. 6-3-39; Naughty But Mice (Vita.).

Feature Booking Guide

STR

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
Everything is Rhythm (Mu)		Harry Roy & Band	2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien		Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan		Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon		Reissued
Monster Walks (My-D)	60	Mischa Auer		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		Reissued
Rain (D)	85	J. Crawford-W. Huston		Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister		Reissued
Sky Devils (C-D)	88	Spencer Tracy		Reissued
Street Scene (D)	79	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67	Bob Burns		Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
Tumbleweeds (W)	86	William S. Hart	5/1/39	Reissued

COLUMBIA

1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation		Penny Singleton-Arthur Lake		7/20/39	In Prod.
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Clouds Over Europe	79	Olivier-Hobson-Richardson		6/20/39	Coming
Coast Guard		Scott-Bellamy-Dee		7/31/39	In Prod.
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
Escape From Alcatraz		Brian Donlevy- Jacqueline Wells		7/27/39	In Prod.
Criminal at Large		Jack Holt-Patricia Ellis			In Prod.
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W) (Former title, "California Cavalcade")	54	Bill Elliott-Luana de Alcaniz		1/19/39	a11/19/38
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris (D)		Joan Blondell-Melvyn Douglas		6/30/39	a5/27/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael			b5/27/39
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Man From Sundown (W)		Chas. Starrett-Iris Meredith		7/15/39	a6/3/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
Mounted Police No. 2		Chas. Starrett-Iris Meredith			In Prod.
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W) (Former title, "Mounted Police")	64	Chas. Starrett-Linda Winters		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Parents on Trial (D)		Jean Parker-Johnny Downs		6/29/39	a6/3/39
Rio Grande (W) (Former title, "North of Texas")	59	Chas. Starrett-Ann Doran		12/8/38	a10/1/38
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39	b4/29/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W) (Former title, "The Oklahoma Trail")	58	Chas. Starrett-Iris Meredith		4/27/39	a3/18/39
Strange Case of Dr. Meade (D) (Reviewed as "Outside the Law")	65	Jack Holt-Beverly Roberts	(F)	12/15/38	b10/29/38
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W) (Former title, "Arizona Cowboy")		Chas. Starrett-Iris Meredith		6/15/39	a5/6/39
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge		Otto Kruger-Rochelle Hudson		7/10/39	In Prod.
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

1939-40

Title	Mins.	Stars	Rel. Date	See Issue of
Mr. Smith Goes to Washington		Jean Arthur-James Stewart		In Prod.

GAUMONT BRITISH

1938-39 (Dist. by 20th-Fox)

Title	Mins.	Stars		Rel. Date	See Issue of
Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D) (Reviewed as "A Clown Must Laugh")	78	Tauber-Duna	(A)		b10/15/38
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D) (Reviewed as "Illegal Holiday")	72	Lodge-Lockwood	(A)	7/1/38	b2/12/38
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38
Ware Case		Clive Brook-Jane Baxter			In Prod.

GRAND NATIONAL

1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Dangerous Secrets (D) (Reviewed as "Brief Ecstasy")	70	P. Lukas-L. Travers	(A)	8/19/38	b8/28/37
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38

GRAND NATIONAL

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F)	11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull		1/20/39	a12/31/38
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	5/27/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F)	10/21/38	b9/17/38
Isle of Destiny (D)		Ford-Lang-Gargan			a6/10/39
Lady Takes a Chance (D) (Former title, "Everything Happens to Ann")		Heather Angel-John King			a3/4/39
Long Shot (D)	69	Marsha Hunt	(F)	1/6/39	b12/31/38
Miracle on Main Street		Margo- W. Abel-L. Talbot			In Prod.
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	5/20/39	b2/25/39
Renfrew Saves a Lady		James Newell		2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F)	1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F)	10/14/38	b9/17/38
Singing Cowgirl (Former Title "Lady Buckaroe")	57	Dorothy Page-David O'Brien		5/31/39	a11/19/38
Six-Gun Rhythm (W)	57	Tex Fletcher-Joan Barclay	(F)	5/13/39	b2/18/39
Sunset Murder Case (D) (Former title, "Murder on Sunset Boulevard")	57	Sally Rand			a8/20/38
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F)	10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F)	1/13/39	b1/14/39
Water Rustlers (W) (Former title, "The Last Barrier")	56	Dorothy Page-David O'Brien		1/6/39	a11/19/38

MGM

1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (D)		Mickey Rooney-Lewis Stone		7/21/39	a4/29/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C-D)	67	Reb't Young-Billie Burke	(F)	5/26/39	b5/27/39
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10/38
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)		b5/20/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)		Hedy Lamarr-Rob't Taylor			a5/27/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Rob't Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale		Florence Rice-Robert Young		7/28/39	In Prod.
On Borrowed Time (D)		Lionel Barrymore-Beulah Bondi		7/7/39	a4/29/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Stronger Than Desire (D)		Virginia Bruce-Walter Pidgeon		6/30/39	a5/27/39
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan Finds a Son (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

1939-40

Title	Mins.	Stars	Rel. Date	See Issue of
Babes in Arms (D)		Mickey Rooney-Judy Garland		a6/10/39
Balalaika		Nelson Eddy-Ilona Massey		In Prod.
Blackmail		E. G. Robinson-Nat Pendleton		In Prod.
Day at the Circus		Marx Bros.-Florence Rice		In Prod.
Gone With the Wind		Gable-Leigh-Howard (Tech.)		In Prod.
Ninotchka		Greta Garbo-Melvyn Douglas		In Prod.
Thunder Afloat		Wallace Beery-Robert Young		In Prod.
Wizard of Oz (Tech.)		Judy Garland-Frank Morgan		a11/12/38
Women, The (D)		Shearer-Crawford-Russell		a5/27/39

MONOGRAM

1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Drifting Westward (W) (Former title, "Santa Fe Bound")		Jack Randall-Ethel Duran		1/25/39	a1/7/39
Down the Wyoming Trail (W)		Tex Ritter		5/18/39	a4/22/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Roll, Wagons, Roll		Tex Ritter		6/29/39	In Prod.
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (Former title "Girl from Nowhere")		Anne Nagel-Warren Hull		6/16/39	a5/6/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)		John Trent-Marjorie Reynolds		6/29/39	a6/3/39
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

PARAMOUNT 1937-38

Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38

1938-39

Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D) (Reviewed as "Vessel of Wrath")	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (D) (Former title, "Mr. & Mrs. Bulldog Drummond")		John Howard-Heather Angel		6/30/39	a3/25/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men		Anna May Wong-A. Quinn		7/28/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	80	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		7/14/39	a4/8/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker (Mu-C)		Bing Crosby-Louise Campbell		8/25/39	a5/6/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Gulzar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

1939-40

Are Husbands Necessary?	F. MacMurray-Madeleine Carroll			In Prod.
Beau Geste (D)	Gary Cooper-Ray Milland			a3/4/39
Cat and the Canary (My-D)	Bob Hope-Paulette Goddard			a4/22/39
Disputed Passage (D)	Dorothy Lamour-Akim Tamiroff			a5/13/39
Double-Dyed Deceiver (D)	Tito Guizar-June Clayton			a5/27/39
Geronimo (D)	Preston Foster-Ellen Drew			a4/8/38
Gulliver's Travels	Tech. Cartoon Feature			In Prod.
Heaven On a Shoestring	Pat O'Brien-Olympe Bradna			In Prod.
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	b5/27/39
Night Work (C)	Mary Boland-Charlie Ruggles			a5/20/39
Our Leading Citizen	Bob Burns-Susan Hayward			In Prod.
Range War (W)	Wm. Boyd-Geo. Hayes			a6/10/39
Ruler of the Seas (D)	Fairbanks, Jr.—Lockwood			a5/20/39
St. Martin's Lane (D)	80	Laughton-Leigh	(F)	b7/9/38
What a Life (C)	Jackie Cooper-Betty Field			a4/8/39

R.K.O.-RADIO 1937-38

Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Bachelor Mother (D) (Former title, "Little Mother")		Ginger Rogers-David Niven		8/4/39	a3/25/39
Bad Lands (D)		N. Beery, Jr.-G. Williams		8/11/39	a6/3/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/38
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)		Alice Eden-John Archer		7/7/39	a5/6/39
Five Came Back (D)		Chester Morris-Wendy Barrie		6/23/39	a4/22/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39

R.K.O.-RADIO (Continued) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/38
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Girl and the Gambler (C)	62	Steffi Duna-Lee Carillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/38
Kind Men Marry (D) (Former Title "Memory of Love")		Lombard-Grant-Francis			a5/13/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Lost Squadron (D)	79	Joel M'Crea-Richard Dix	(F)	7/14/39	Reissue
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
My Fifth Avenue Girl		Ginger Rogers-Tim Holt			In Prod.
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Nurse Edith Cavell (D)		Anna Neagle-George Sanders			a6/3/39
Of Human Bondage (D)	79	Leslie Howard-Bette Davis	(A)	7/14/39	Reissue
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint in London		Geo. Sanders-Sally Grey		6/30/39	In Prod.
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech)	(F)		b10/29/38
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	4/29/39
Spell Binder (D)		Lee Tracy-Barbara Reed		7/28/39	a6/3/39
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)		George O'Brien		6/30/39	a6/3/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)		Bob Breen		7/21/39	a5/13/39

REPUBLIC 1937-38

Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/20/38	b8/27/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset		G. Autry-Smiley Burnett			In Prod.
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)		Roy Rogers-Mary Hart			a5/13/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)		Byrd-Cabot-Ryan			a5/13/39
Mountain Rhythm (W)		Gene Autry-Smiley Burnette			a5/6/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
She Married a Cop (D) (Former title, "Laughing Irish Hearts")		Phil Regan-Jean Parker			a6/3/39
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
Should Husbands Work?		The Gleasons			In Prod.
SOS—Tidal Wave D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	57	3 Mesquiteers		5/12/39	a4/1/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)		3 Mesquiteers			a6/3/39
Zero Hour (D)	62	Frieda Inescort-Otto Kruger		5/27/39	b5/27/39

TWENTIETH CENTURY-FOX

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Gorilla (C)	65	Ritz Bros.-Anita Louise	(F)	5/26/39	b5/27/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (My)		Stuart Erwin-Gloria Stuart		6/30/39	a5/6/39
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
So This Is London (C) (Reviewed as "Paddy Darling")	70	Drayton-Hare	(A)		b2/4/39

(Continued on next page)

20TH CENT.-FOX (Cont.) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D)	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
(Reviewed as "Meridian 7-1212")					
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
White Lady of the Orient (D)		Alice Faye-Warner Baxter		7/7/39	a8/13/38
(Former title, "By the Dawn's Early Light")					
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Adventures of Sherlock Holmes		Basil Rathbone-Nigel Bruce			In Prod.
Charlie Chan at Treasure Island (My		Sidney Toler-Sen Yung			a6/3/39
Chicken Wagon Family		Jane Withers-Leo Carrille			In Prod.
Escape, The (D)		Kane Richmond-Amanda Duff			a5/27/39
Falling Stars		Alice Faye-Don Ameche			a6/10/39
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Harmony at Home		Jean Rogers-Robert Kellard			In Prod.
Here I Am, A Stranger		Richard Greene-Nancy Kelly			In Prod.
Hotel For Women (D)		Elsa Maxwell-Jas. Ellison			a5/13/39
Quick Millions		Jones Family			a5/13/39
(Former title "Jones Family at the Grand Canyon")					
Rains Came D)		Loy-Power-Brent			a5/13/39
Stanley and Livingstone (D)		S. Tracy-Greene-Kelly			a3/4/39

UNITED ARTISTS 1938-39

Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D)	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
(Reviewed as "Mutiny In the Mountains")					
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett		6/15/39	a3/25/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Chump At Oxford		Stan Laurel-Oliver Hardy			In Prod.
Four Feathers (Tech.) (D)	103	Duprez-Smith-Richardson	(F)		b4/29/39
Music School		Jascha Heifetz-Andrea Leeds			a6/3/39
Over the Moon		Oberon-Rex Harrison (Tech.)			In Prod.
Real Glory		Gary Cooper-Andrea Leeds			a6/10/39
Winter Carnival (D)		Ann Sheridan-Richard Carlson			a5/13/39

UNIVERSAL 1937-38

Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/ 5/38	b8/6/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38

1938-39

Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear	66	Wm. Gargan-Irene Hervey		6/30/39	a4/1/39
Inside Information (D)		June Lang-Dick Foran		6/2/39	a5/20/39
I Stole a Million		George Raft-Claire Trevor			In Prod.
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Modern Cinderella		Irene Dunne-Charles Boyer		8/4/39	In Prod.
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		5/26/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

1939-40

Bright Victory (D)		J. Cooper-Freddie Bartholomew			a6/10/39
Desperate Trails		Brown-Baker-Knight			In Prod.
Forgotten Woman (D)		Sigrid Gurie-Donald Briggs			a6/10/39
Mikado (Mu)	90	Kenny Baker (Tech.)	(F)		b5/20/39
Mutiny On the Blackhawk (D)		Arlen-Moore-Devine			a5/20/39
(Former title, "In Old California")					
Old Grad (D)		Charley Grapewin-Anita Louise			a5/6/39
Underpup (D)		Rob't Cummings-Nan Grey			a6/10/39

WARNER BROS. 1937-38

Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue o
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)		Bert Wheeler-Marie Wilson		7/29/39	a4/29/39
(Former title, "Lighthorse Harry")					
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (C)		John Garfield-Priscilla Lane		7/22/39	a3/4/39
(Former title, "Family Reunion")					
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)	81	Lindsay-Dead End Kids		7/8/39	a2/18/39
Hobby Family (D)		Jane Bryan-Henry O'Neill			a5/6/39
Indianapolis Speedway (D)		Pat O'Brien-Ann Sheridan			a3/18/39
(Former title, "The Roaring Crowd")					
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Man Who Dared D)	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
(Reviewed as "I Am Not Afraid")					
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas		6/17/39	a3/4/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page		7/1/39	a12/10/38
(Former title, "Always Leave Them Laughing")					
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Steeplechase (D)		Edith Fellows-Jimmy McCallion			a3/25/39
(Former title, "Gantry the Great")					
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)		Dennis Morgan-Gloria Dickson		7/15/39	a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

Angels Wash Their Faces (D)		Dead End Kids-Reagan-Sheridan			a4/1/39
(Former title, "Battle of City Hall")					
Career Man (D)		Joel McCrea-Jeffrey Lynn			a6/10/39
Dust Be My Destiny (D)		John Garfield-Priscilla Lane			a5/27/39
Enemy Agent (D)		Boris Karloff-Margaret Lindsay			a4/1/39
Give Me a Child (D)		Geraldine Fitzgerald-J. Lynn			a4/1/39
Kid Nightingale		John Payne			In Prod.
Lady and the Knight (D)		Davis-Flynn-deHavilland			a6/3/39
Nancy Drew and Hidden Staircase (D)		Bonita Granville-Frankie Thomas			a5/27/39
No Place to Go (D)		Gloria Dickson-Dennis Morgan			a5/27/39
Old Maid (D)		Bette Davis-George Brent			a5/6/39
On Your Toes		Vera Zorina-Eddie Albert			In Prod.
Playing With Dynamite		Jane Wyman-Tom Kennedy			In Prod.
Return of Dr. X		Lys-Bogart-Morris-Lane			In Prod.

STATES RIGHTS

Code of the Cactus (W)		Tim McCoy		Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Juarez and Maximilian	95	Medea Novara-L. Atwill	(F)	Torres	b4/29/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House (D)			(A)	Jay-Dee Kay	b8/6/38
Peg of Old Drury (D)	57	Stone-Lee			
Prison Train (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	5/13/39
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Trigger Fingers (W)		Tim McCoy-Jill Martin		Victory	a5/6/39
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs		7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Good Old American Home		10½	Not Rev.
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
SPORT THRILLS (13)			
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)
CINESCOPES (6)
COLOR RHAPSODIES (16) Tech.
COMMUNITY SINGS (10)
FABLES CARTOONS (6)
FOOLS WHO MADE HISTORY (6)
MOMENTS OF COMEDY (6)
PALS AND PETS (6)
PHANTASIES CARTOONS (10)
SCREEN SNAPSHOTS (12)
STOOGE COMEDIES (8)
WASHINGTON PARADE (6)
WORLD OF SPORTS (12)

EDUCATIONAL 1938-39

	Comment	Running Time	Reviewed Issue of
CAVALCADE OF STUFF (2)			
No. 1	Swell Stuff	10	9/10/38
No. 2	Excellent	10	9/10/38

MGM 1938-39

CARTOONS (15)			
Art Gallery	Excellent	8	5/27/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Money to Loan	Excellent	20	4/ 1/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Clown Princes	Funny	10	5/ 6/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary		9	Not Rev.
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

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CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIX (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39

PARAMOUNT (continued)

	Comment	Running Time	Reviewed Issue Of
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)			
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	8/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39
Dixie—U.S.A.	Fine	19	5/13/39
War, Peace and Propaganda	Timely	19	6/10/39

(Continued on next page)

RKO-RADIO (Continued)

	Comment	Running Time	Reviewed Issue of
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors		10	Not Rev.
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G. Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nutty Network		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)
DRIBBLE PUSS PARADE—LEW LEHR (6)
FASHION FORECASTS (4) (Tech.)
MAGIC CARPET OF MOVIETONE (6)
SPORTS REVIEWS—THORGERSEN (6)
TERRYTOONS (26) (10 in Tech.)

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jingle, The		10	Not Rev.
Maharajah		10	Not Rev.
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Muts		7	Not Rev.

1939-40

CARTUNES (13) WALTER LANTZ
GOING PLACES (15)
MENTONE MUSICALS (13)
SPECIAL SUBJECT (1)
March of Freedom — Well Done — 20 — 5/20/39
STRANGER THAN FICTION (15)

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)			
Boarder Trouble		17	Not Rev.
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience		10	Not Rev.
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
MELODY MASTERS (Cont.)			
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Artie Shaw	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever		7	Not Rev.
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band		7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way		10	Not Rev.
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)
COLOR PARADE (10)
LOONEY TUNES (16)
MELODY MASTERS (10)
MERRIE MELODIES (26) (Tech.)
VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38
SCREEN TRAVELER (13)			
Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of the Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

	No. Chaps.	Reviewed Issue Of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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Can You Think of a Better Idea!

Big product is on the way to finish up the season. Big merchandising and exploitation ideas are being made ready to back up this product . . . but nothing will take the place of your own showmanship experience and ability . . . and nothing will help you pep up your own local campaigns as much as

The ENCYCLOPEDIA OF EXPLOITATION

***Thousands of Money-Making Ideas . . . waiting to be used by men like you. A dazzling parade of showmanship ingenuity at your fingertips to* Start the New Season Right!**

This coupon and $3.50 will put you on the road to better business.

"Chick" Lewis, 6-10-38
Showmen's Trade Review,
1501 Broadway New York City

Dear "Chick":

$3.50 is enclosed for my copy of the "ENCYCLOPEDIA OF EXPLOITATION." Please send it me postpaid by return mail

Name .....

Theatre or circuit .....

Address .....

City ..... State .....

Remit by cash, check or money order. (NO C.O.D.'s) In Canada add 45¢ [illegible]

They're Hitting NEW HIGHS IN SHOWMANSHIP!...

From all parts of the country come reports of great advertising, publicity and exploitation campaigns turned out by theatre managers and advertising men participating in Columbia's

$4,000 PRIZE CONTEST!

Among Those Already Entered



Only Angels Have Wings

Be Sure You Enter!

Send your campaign to Contest Committee, Columbia Pictures Corporation, 729 Seventh Avenue, New York City, immediately after engagement.

CONTEST CLOSES SIX MONTHS AFTER RELEASE DATE — MAY 25!

JUDGES: Jack Alicoate, Maurice Kann, Charles E. Lewis, Martin Quigley, Terry Ramsay

Film Daily · Boxoffice · Showmen's Trade Review · Quigley Publications · Motion Picture Herald

Wally Akin, Ted E. Wa goner, Paramount Theatre Abilene, Tex. • Paul Harvey, Strand Theatre York, Pa. • H. Green, Car Theatre, Albertville, Al • Marion F. Parkinso Iowa Theatre, Jefferson, I • Harold J. Perlman, Palac Theatre, Milwaukee, Wis. Charlie Holtz, Clyde Heato Sierra Theatre, Sacramento Cal. • I. C. Holloway, Ca olina Theatre, Lexingto N. C. • Sid Holland, Elkha Amusement Co., Elkhar Ind. • Frank Nolan, Schin Theatrical Co., Inc., Athen O. • C. G. Argust, Spreckel Theatre, San Diego, Ca • Mae E. Shively, Mid-Stat Theatres, Clearfield, Pa. Richard Raesly, Holm Theatre, Holmesburg, Pa. J. L. Sieber, College Theatre Bethlehem, Pa. • Mart Co Jr., Cole Theatre, Rose berg, Tex. • R. F. Netz Palace Theatre, Crando Wis. • William Lafferty Liberty Theatre, Philade phia, Pa. • Sidney Del Rialto Theatre, Atlant Ga. • R. E. Russell, Loew Poli Theatre, New Have Conn. • L. Ward Farra Loew's Theatre, Indian apolis, Ind. • Wally Alle Kentucky Theatre, Lexing ton, Ky. • Frank Murphy Loew's StateTheatre, Syr cuse, N. Y. • F. J. Cahala MagnetTheatre, Claremon N. H. • George D. Tyso Harris Amusement Co Pittsburgh, Pa. • David Kam sky, Neighborhood Theatre Inc. Richmond, Va. • Rich ard D. Walsh, New Lafay ette Theatre, Buffalo, N. Y. John McManus, Loew's Mid land, Kansas City, Mo. • H Ted Routson, Hippodrom Theatre, Baltimore, Md Wm. A. Singer, Brandei Theatre, Omaha, Neb. Lester Pollock, Loew Rochester, Rochester, N.Y. Frank LaFalce, Warner Bros Circuit, Washington, D. C

JUN 19 1939

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SHOWMEN'S MOTION PICTURE Trade Review

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

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House of Fear
Five Came Back
Inside Information
It Could Happen To You
Down the Wyoming Trail
Daughters Courageous
Three Texas Steers

June 17, 1939
Vol. 30 No. 21

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SINGLE COPIES — 10 CENTS



GEORGE J. SCHAEFER

President of RKO Radio Pictures under whose leadership repres[illegible] of the company's sales forces will assemble for the seventh a[illegible] and fourth International Sales Convention of RKO at Rye, N. Y., Jun[illegible]22.



"HELLO MAISIE!

I hear you knocked 'em for a loop in the premieres at Harrisburg and Providence. I guess you're the big box-office noise right now!"

"HELLO TARZAN!

That goes for both of us. Your big show has leaped into the hit class in its first engagements in Toledo, Wilmington and at the New York Capitol. I'll bet the gals are aching to feel those muscles, Big Boy!



M-G-M's FLASH AT PRESS TIME!

Two more M-G-M previews on West Coast are sensational. "ON BORROWED TIME" and "ANDY HARDY GETS SPRING FEVER" continue M-G-M's streak of box-office hits!

TARZAN FINDS A SON!

starring Johnny Weissmuller and Maureen O'Sullivan

MAISIE

The Explosive Blonde

with Robert Young, Ann Sothern

Ruth Hussey, Ian Hunter, Cliff Edwards

Screen Play by Mary C. McCall, Jr.

Directed by Edwin L. Marin

Produced by J. Walter Ruben



Yesterday's Capitol Opening a Riot!



COOL THOUGHTS for HOT DAYS

The Editorial Page

Paramount Convenes

No one can spend as many years around this industry as has this writer and still find it easy to enthuse over sales pep talks and product predictions as issued from year to year by all companies.

Nevertheless, truth compels the honest opinion that for the first time in three years Paramount really has a program rich in box office values and capable, should the product come through with reasonable success, of returning this company to the important position it had occupied for so many years.

In support of this statement we point out the tremendously improved efficiency and morale of the studio forces; better box office treatment of their vast stock of story properties; curtailment of waste costs in production; an impressive line-up of stars, directors and producers capable of enhancing the value of any good story material; and last, but of major importance, a grim determination to restore to Paramount the glory that was its for so many years.

Another encouraging sign is the number of productions completed or near completion for the first quarter of the new season, plus the authenticity of the majority of the announced important pictures described by the various producers and executives for 1939-40 release.

Someone might point out that glowing promises have been made during the past few years in conjunction with new season announcements. And in answer we would say, simply compare the announcements of previous years with the facts of this latest announcement and see if it doesn't impress you as it did us.

At any rate, and this is particularly true, the spirit which has been lacking in the past is present now and this alone should bring about a greatly improved product for the coming season. And on this one point alone we can safely base our prediction that Paramount is heading for one of the most successful seasons in many years.

△ △ △

Selling Away

At this writing many independent and non-affiliated circuit exhibitors are watching with keen interest the selling of Warner product away from Skouras. The possibility of any adjustment of the difficulty and a resumption of former relations between the two are remote. We have several good authorities for this statement.

Now just suppose that this situation should reveal to Warners that they are far better off selling away from a national circuit and dealing with independent groups than they were before. (And at this point we would call attention to the fact that a similar situation developed some years ago in the east and proved highly profitable both to the distributor and exhibitors involved.)

In that event the selling plan could be extended into other territories and for the first time sound out the possibilities of selling on an open market rather than restricting the deals to the national circuits. And should it prove as successful as many expect, it would only be a matter of time before *all* companies were selling to *all* exhibitors who wanted to buy first runs.

There is no question but that the present situation is charged with great possibilities. Possibilities that might easily develop into revolutionary changes in selling policies throughout the country and in the end bring about a far more desirable selling method. Should this happen then one of the evils in the industry will have been eliminated.

Warners may have been looking out for themselves when they made this surprising move. But before it is over they may find that they have brought about a situation whereby the non-affiliated circuits and independent exhibitors will, for the first time, be able to buy pictures as they would want to and not as they are told to do.

△ △ △

Changing Trends

Taking serious cognizance of the things that might happen as a result of the Neely Bill and the Trade Reform Draft, should either or both take effect, major companies are beginning to figure out how sales policies must be revamped to meet these possibilities.

It is a good sign. Good because it indicates that for the first time a serious attitude is being adopted pointing towards radical changes in the operation of the industry insofar as it will affect the distributor and exhibitor.

It is too hard to predict how these changes will work out because they may take the better part of a year or more before they will be working smoothly. And only after they are smoothed out will the full effects indicate whether the industry has made a move for the better.

Radical changes in any business are matters that often result in handicaps and difficulties. Whether such possible handicaps and difficulties will be avoided or stimulated by those involved remains to be seen.

But thinking ahead should not be restricted to just the producers and distributors. The exhibitors, and we mean every class of them, must do some thinking ahead too and try to figure out how they and their business will be affected and what adjustment they will have to make should these things come to pass.

Even the "thinking ahead" process may indicate some interesting possibilities . . . good and bad.

—*"CHICK" LEWIS*

Code Now Up to Exhibitors; Rodgers Submits Final Text

Proposes Joint Meeting With Dept. of Justice. Latter Must OK Any Agreement

Revisions in the final text of the industry's Trade Practice Code and rules of arbitration as forwarded to exhibitor leaders Monday by W. F. Rodgers, MGM sales chief and spokesman for the Distributors' Committee, contained only two substantial changes. Minor revisions for purposes of clarification were made in certain portions of the text, which covers 29 printed pages, but there was a rewriting of paragraph 1 of Section XIV—"Other Subjects of Arbitration", and addition of one sentence to a section relating to allocation of features. For the rest the text follows the complete draft as printed in full in the June 3 issue of STR.

The text as it appears in its final form is that which was criticized by Sidney Samuelson and Nathan Yamins as not granting concessions Allied demands at the opening session of the Minneapolis Allied meet, and was commented upon favorably by Abram F. Myers at the same convention session.

Rodgers in his accompanying letter to exhibitor leaders receiving the text from him points out that any final agreement between exhibitors and distributors on the Code is subject to approval of the Department of Justice, and he urged an early conference between the exhibitors and the distributors on the Code.

Following is the revised text of the Sections IX, and XIV:

Section IX. "Allocation of Features." Following sentence has been added: After the notice of price allocation of a feature for a particular theatre has been given by a distributor to an exhibitor, such price allocation shall not be changed for such theatre except by mutual agreement between the exhibitor and distributor."

Section XIV. "Other Subjects of Arbitration," now reads:

(1) "Performance of License Agreements." A dispute arising out of a claim by either party to a license agreement that the other party has breached any provision thereof shall be subject to arbitration. The powers of arbitrators in any such dispute shall be limited to:

(a) a finding that the provision involved has been breached; and, if the finding be in the affirmative, then,

(b) an award of

(i) specific performance of the provision involved; or

(ii) the amount of actual and compensatory damages with respect to each feature involved, which amount shall not, except as provided in (iii) below, exceed the liquidated damages provided therefor in the license agreement; or

(iii) if, in an arbitration against a distributor, the arbitrators find that the distributor arbitrarily and wilfully and without color of right, repudiated the license agreement by refusing to deliver to exhibitor the features licensed thereunder, or caused the exhibition of any feature in violation of the provisions of the license agreement with respect to "run" or "clearance," the amount of actual and compensatory, but not punitive, damages with respect to each feature involved.

CLUB DE FEMMES

Film Industry Girls In Chi Form Organization

Chicago — The Women's Film Industry Club, an organization whose motive is to "acquaint the girls employed in the industry in Chicago" has been formed here. Its membership consists of girls employed in the film exchanges, theatre circuits, theatre supply companies, etc. Money of the club is to go for charity. Officers are Selma Hackman, president (20th-Fox); Beth Morganstern, vice-president (Allied Theatres of Ill.); Ila Elwood, secretary (MGM); Mildred Jedlica, treasurer (MGM).

Company executives are aiding the organization.



Marching under gay banners, Paramount legionnaires Y. Frank Freeman, Stanton Griffis, Barney Balaban, Adolph Zukor and William Le Baron, lead the procession into action for Paramount's sales convention in Los Angeles.



Myrna Loy, MGM star, accompanied by her husband, Arthur Hornblow, Jr., arrives in New York by plane to catch the Normandie for a three-week vacation in Europe.

PARA. TO EXPAND '39-40 AD BUDGET

Major Portion to be Pointed Toward Newspapers

Hollywood—Expansion of the studio's advertising program so that the major portion of the budget will be pointed toward newspapers was announced to more than 260 delegates at Paramount's annual sales convention by Robert M. Gillham, publicity and advertising director of the organization. The meeting closed Saturday.

"Of particular interest to theatres is our experiment in Boston during the run of 'Union Pacific'," Gillham said. "This picture opened at the Metroplitan Theatre, was held over at the Paramount Fenway and then went into subsequent runs in the vicinity. Instead of spending our entire budget for the first run we split it three ways to help each engagement. Final returns on the experiment are not yet in, but if they are satisfactory we may follow this plan with other pictures later."

Entries Pour In For Golf Tourney

Entries are pouring in for the 27th Film Daily Golf Tournament to be held at the Rye Country Club, Rye, N. Y., on June 22. The team competition is open to all the companies, who are invited to send their team line-up to Don Merserau of the Golf Committee, in care of the Film Daily.

Lon Young Forms Own Production Co.

Hollywood — Lon Young has left Roland Reed and Hollywood Industrial Pictures to open his own offices for the production of public relations, sales-training, documentary and industrial pictures, under the name of Lon Young Productions. Associated with him will be Freeman Lusk.

NO WB SALES TO NATIONAL

Company Not Selling To FWC Partners

Hollywood—In a statement issued this week by Gradwell Sears, it was definitely pointed out that Warners will not sell to National Theatres.

"We are making no distinction between theatres which are in partnership with Fox West Coast," Sears said, "and those houses totally owned by that company. We recognize, insofar as Fox West Coast is concerned, an organization of theatres with Spyros Skouras as their official buying representative, and for reasons of our own, we do not intend to offer our product to Mr. Skouras."

It was also announced this week that Warners had sold its product to 11 midwest situations, away from National Theatres. Independents with whom deals were closed include Howard, Arkansas City, Kan.; Casino, Bonneville, Mo.; Civic, Brookfield, Mo.; Main Street, Chanute, Kan.; Electric, Kansas City, Kan.; Family, Kirksville, Mo.; Mary Lou, Marshall, Mo.; Sosna, Mobile, Mo.; Cozy, Pittsburg, Kan.; Vogue, Salina, Kan., and Broadway, Council Bluffs, Iowa.

Board Meet Off

The quarterly meeting of the MPPDA board of directors, which was to have been held this week, has been deferred for about a week or ten days because of the absence of several board members.

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W. F. RODGERS WITHDRAWS CODE

Pact Steals Show at Minneapolis

Allied Leaders Balk at it; But Sentiment For it Noted on Floor

Minneapolis — Although Allied leaders on the floor of the convention which opened at the Nicollet Hotel here Tuesday, expressed themselves vigorously opposed to adoption of the trade practice code, it became evident during the sessions that individual exhibitors to a great extent would avail themselves of its benefits and trust to the future for more extensive reforms.

Nate Yamins and Al Steffes both spoke in answer to the ringing appeal of William F. Rodgers that the convention declare in favor of the code, and that of Gradwell Sears calling upon the delegates to take favorable action. Sears defended the distributors' practice of asking for a 20 per cent increase in film rentals because of the 20 per cent elimination rights, stating that the cancellation privilege was for better selectivity rather than the right to cut down the returns to the distributors.

Al Steffes attacked the code, blasting particularly at it for its legal language. In reply to Steffes' statement, "write the code without lawyers," Rodgers said "don't think you can sit down and write a code without lawyers," and he went on to emphasize that the legal language of which Steffes complained meant nothing but that the moral intent would be followed, and he threatened to fire any of his salesmen who attempted to invoke any subterfuges to get around the code. Abe Montague, of Columbia, also spoke for the Code on behalf of the distributors.

Reports current within the convention hall itself indicated a conflict of ideas between leaders of certain units and the one-hundred-per-cent-national-Allied groups regarding action on the Code.

(Continued on page 6)

STR Canes Capture Conventioneers

SHOWMEN'S TRADE REVIEW starred at Allied's big get-together. Those canes, with the familiar and popular STR monogram on a band decorating their handles were wanted in numbers far in excess of the liberal provision made to hand them out to all who wanted a walking stick. The Allied Convention number of SHOWMEN'S also went like hot-cakes from a stack that STR men thought would be ample—maybe we're too modest—but which dwindled to a lone "file" copy in no time.

Seen and Heard at the ALLIED MEET

By Bob Wile

A tumultous reception was accorded several Allied leaders on their arrival at the station. Abram Myers was "arrested" by three policemen and tossed into a patrol wagon, along with H. M. Richey, Arthur Howard and Moe Horowitz and taken in "state" to the Nicollet Hotel. Ed Brunnell, a Chicago exhibitor, was strapped to a wheeled stretcher and delivered to the hotel in an ambulance. A truck served as the conveyance for other delegates.

Most popular spot at the convention headquarters was the tent of the Variety Club, luxurious, commodious and scrumptious. Whenever one wanted to find someone not on the convention floor, he needed only to look in the tent. STR's representative simply searched in the tent for everyone who was wanted and thus became an "always gets his man" correspondent the easy way.

Al Steffes, who was responsible for most of the excitement before and plenty of it at the convention is on the verge of closing his World Theatre in Minneapolis. Reported that Publix has grabbed all the foreign product such as he was using. He never got a chance to air this point on the floor, however.

Never was such a collection of bigwigs at one convention. What with Ed Kuykendall and Nate Yamins, Abram Myers and Dave Palfreyman and such "brothers under the skin" seen in deep conversation together, anything can be expected.

With the arrival of delegates from two trains and a plane at the same moment on Monday night the desk at the Nicollet looked like an exchange when a big picture is released with the exhibs hollering for rooms with the same zest that they call for dates on a super-colossal (on flat rental).

Anachronism: as one entered the Nicollet lobby a big sign read "All exhibitors welcome—RKO reception room, 1270 Sixth Ave., New York." Just an after dinner stroll!

The weather proved pretty trying to those who came from tropical climes like New York, Boston and other eastern spots. When they left they mopped their brows and fanned themselves and when they arrived they exercised vigorously to keep up their circulation and spirits (sic) in the chilly Minnesota clime.

First out-of-towner to arrive was ex-president Sidney Samuelson with his wife and his secretary, Sally Fisher.

Those who had exhibits on the floor of the convention hotel were: Elliott Film and Theatre Equipment Co. of Minneapolis; MGM; Burch Mfg. Co., candy and popcorn makers; Liebenburg and Kaplan Co., carpets; Air-loc Seat Co.; Revolvo Display Co.; Paramount; International Enterprises; National Screen Service; Nation Wide Coupon Distributing Co.; Svensson and Edstrom Vent and Canopy Co. of Minneapolis; RCA Mfg. Co.; RKO-Radio; Kroehler Seat Co.; National Theatre Supply Co.

The weather was so chilly Southern delegates thought they were close to the North Pole. To make it worse the telephone operators' greeting in the morning was "It is eight o'clock and the temperature is 66 degrees." Which was a bit like rubbing it in—eh, what?

W. F. Rodgers, who might be called the "angel of the Code" was greeted on the phone shortly after his arrival in this manner: "This is an exhibitor from 'Foul Drift', S. D. I want to know if under the code I wanted to buy the 'Traveltalks' would I have to take all the features to get them?" When the convention ended Rodgers was still searching through the Code to find the answer to that one.

Mrs. Will McAchern of Park River, N. D., one of the many feminine delegates, said she didn't like to gloat that the drought was now in the East instead of in her bailiwick where it had been for several years.

Ted Main of St. Paul walked up to STR's table and said "The Bible's here again." For them kind words we thank you Mr. Main.

L. E. Jorgenson of Salem, S. D. is a theatre manager and said he came to the convention only to tell 'em what's wrong—and could do it in one word: "Plenty." Hope it all turns out to your satisfaction Mr. Jorgenson.

W. J. Glasser of Faribault, Minn., one of the coldest spots in the country poohpoohed some of the Southerners and complained of the heat. He mopped his brow while others went out in top coats.

"Rotten" was G. L. Berquist's answer to our "how's business?" There must have been a film salesman close by.

MORE SIDELIGHTS NEXT WEEK

Distributor Chiefs At Allied Convention

Those attending the convention representing the distributors were as follows: Columbia—Abe Montague, general sales manager; MGM—William F. Rodgers, general sales manager; Monogram—W. Ray Johnston, president and Edward Golden, vice-president; Paramount — Neil Agnew, vice-president and general sales manager, and Austin Keough, general counsel; RKO-Radio — H. M. Richey, director of exhibitor relations; Republic—James R. Grainger, president; Twentieth Century-Fox—William Sussman and William Gehring, divisional sales managers; United Artists—L. Jack Schlaifer, vice-president and western sales manager; Universal—William A. Scully, general sales manager; Warner Bros.—Gradwell Sears, general sales manager of the company.

Negotiations with Allied End. Exhibs May Deal Direct

W. F. Rodgers charged Allied leaders and the negotiating committee with deliberately falsifying and bad faith, after a report of the Allied negotiating committee returned a verdict rejecting the Code. Rodgers' action brought a dramatic climax to the sessions on the floor of the Minneapolis Convention, where the Code had been discussed pro and con through long sessions since the meet opened Tuesday morning.

Rodgers, in announcing his withdrawal of the Code, said that the report of Allied's negotiating committee left him no alternative but to withdraw the pact and have nothing further to do with Allied as an organization. Rodgers said he is prepared to prove that statements made in the Allied Committee meeting were false in most respects and maintained that the Code as presented at this session in substance is exactly what was agreed upon with the exception that the legal paraphrasing was the work of attorneys.

In an interview with Rodgers after the meeting, the MGM Sales head and spokesman for the Distributors' Code Committee indicated that although the distributors would have no further dealing with Allied they would deal directly with all exhibitors whom he felt were in favor of the proposals and arbitration as provided for in the final text of the Code.

The Convention was prepared to take a vote in the Thursday afternoon meeting at the time Rodgers announced his decision to withdraw the pact from further negotiation with Allied as a body. It was significant that no requests for a vote came from the floor after Rodgers' dramatic announcement. Many observers who have been impressed by rumors of differences of opinion between leaders of various units of Allied with respect to the Code, took this as further indication of a sentiment within Allied's own ranks for approval of the Code.

Speaking after the meeting Rodgers said that he was heartily disappointed and really chagrined by the statement and action of Allied's Negotiating Committee, declaring this was the first time his personal integrity had been attacked.

Among the many speakers who addressed the meeting on the final day of the meet were: Austin Keough, Neil Agnew, of Paramount; Bill Sussman and William Gehring, 20th-Fox; Wm. Scully, Universal; H. M. Richey, RKO; Ed Kuykendall, Abram F. Myers and Sidney Samuelson.

GOODMAN FETED AT TESTIMONIAL

Affair Launches Amusement Division on Jewish Relief

More than 300 members of the theatrical, motion picture and music world joined in a testimonial luncheon to Benny Goodman Monday at the Hotel Edison and climaxed tributes to the popular orchestra leader by pledging their support to the campaign of the United Jewish Appeal for Refugees and Overseas Needs. Eddie Cantor was toastmaster.

The affair formally launched the effort of the Amusement Division in behalf of the emergency refugee appeal which seeks funds to carry on the expanded relief program of the three major Jewish agencies helping refugees and other victims of oppression overseas—the Joint Distribution Committee, the United Palestine Appeal and the National Coordinating Committee.

Heading the Amusement Division are David Bernstein, chairman; and Albert Warner, co-chairman. Phil Baker served as vice-chairman of the dinner committee. Other committee leaders included Barney Balaban, Nate J. Blumberg, Jack Cohen, vice-chairmen; and William Morris, treasurer.

S.O.S. TO AGNEW

Ill. Allied Seeks Help On Duals Situation

Chicago — Allied Theatres of Illinois, following a meeting here last week, sent a letter to Neil Agnew, Paramount's general sales manager, in which the organization pleaded for B & K's cooperation in establishing a single feature policy in this area. In the letter, signed by Jack Kirsch, it was pointed out that "your subsidiary, B & K, is the only stumbling block that prevents 95 p.c. of subsequent runs from operating in the black."



Here's the first group of Dallas youngsters who will spend two weeks as guests of the Dallas Variety Club at the R. E. Griffith Variety Club Boys camp at Belton, 140 miles south of Dallas. Pictured with the boys are the following barkers of the Dallas tent:—Frank O. Starz, Brownie Akers, James O. Cherry, Ray Beall, Director Brown, Herb Turpie, Asst. Dir. Hilgers, Jack Underwood, Burt King, Elmer Zrenner and R. E. Griffith.

RODGERS SPEECH URGED ADOPTION

Words Backed Up by Action When He Withdrew Later

Minneapolis—Although he admitted the trade practice code is not perfect but that it is wanted by the majority of exhibitors, William F. Rodgers, MGM sales chief and spokesman for the Distributors Negotiating Committee, asked Allied for cooperation in putting the plan into effect. He spoke at the second session of the national Allied convention at the Nicollet Hotel here.

An indication that the plan would be put into effect whether approved by this association or not was voiced by Rodgers when he asserted that "with or without Allied" the distributors were "going forward" with its plan of procedure."

"Of course, we want to see it adopted," he said, "but if in order to secure its adoption additional concessions are asked beyond those which may have already been agreed to, you may rest assured no distributor whether affiliated or otherwise, will agree to any expansion of its already broad policies."

That he did not believe the proposed plan of voting on the suggested code was of any benefit was voiced by Rodgers because "you do not have the number of people here to register a national choice."

The code was drawn up at the suggestion of organization leaders, he reminded Allied, and pointed out that it was publicily stated by Steffes a year ago that his organization would support a feasible plan if presented. That plan, he asserted, was now ready for operation and "is in your hands as to what you want to do."

Tracing the development of the Code, and explaining the workings and provisions of the individual clauses, Rodgers said he would not plead for their adoption since he believed that the fact that the proposals are a great improvement over the existing unsatisfactory condition was understood by every clear-thinking man.

Rodgers asked for earnest consideration of the plan in his closing remarks. "Your future is at stake in proportion to ours," he said, and added that "I have no patience with those who sit on the sidelines and constantly attempt to destroy the structure of an industry that is not only profitable to all, generally speaking, but in addition, there is distinct public service to the entire nation.

"I would not stand before you today and advocate the adoption of the Code if I did not think it would help solve your problems."

Important Dates

June 19-22: RKO Convention, Westchester Country Club, Rye, N. Y.
June 19-22: National Conference on Visual Education, Francis W. Parker School, Chicago.
June 22: Film Daily Golf Tournament, Rye Country Club, Rye, N. Y.
Oct. 15: Pittsburgh: Variety Club banquet, William Penn Hotel.



Warner Bros. Theatres District Managers who met at the Home Office with Joseph Bernhard, General Manager of Warner Theatres. Front row (l.-r.): Leonard Schlesinger, home office executive, Charley Dooley, Joseph Bernhard, Dick Wright and Charley Smakwitz. Second row (l.-r.): Rudy Kuehn, Jack Keegan, Guy Barrett, Dick Hill, Max Melnicoff, Harry Turrell, Henry Needles, Ralph Crabill, Steve Barutio, Tony Williams, Lou Davidoff, Larry Graver, Frank Harpster, Paul Castello, Ray Brown. Standing (l.-r.): Dinty Moore, Stewart McDonald, home office executive, Sid Jacobs, C. J. Latta, Tom Fordham, Al Plough, Jack Mulhall, Ed Moore, Harry Goldberg of the home office, Dan Finn, Nat Glasser, Charles Ryan, H. W. Wheeler, Harry Lohmeyer, Guy Wonders.

Passes Repealer On Fight Pix Shipping Ban

Washington—A bill introduced by Senator Barbour, Republican of N. J., to repeal the law forbidding interstate shipment of prize fight films was passed this week by the Senate. It now goes to the House for action.

NO RKO PIX FOR TELE-MERRILL

Schaefer Assistant Assures New Jersey Allied

New Jersey Allied's complaint against the reported availability of "Gunga Din" for television use was answered this week by W. J. Merrill, assistant to George J. Schaefer, RKO prexy, who wrote George Gold, Allied of N. J. prexy, that the "Gunga Din" picture used for Coast telecasts was merely a trailer.

Stating that RKO had made no arrangements for the furnishing of films for television, although one or two short subjects had been used by special permission for experimental purposes, Merrill further said that his company is "fully conscious" of its obligation "to our exhibitors" and that the company's effort to keep abreast of developments in the field of television "are toward the protecting of our joint interests."

NEW FINANCE PLAN

Will Provide Funds for GN; Alperson Sues

Educational Pictures, Inc., and Grand National Pictures. Inc., have retained the firm of Felt & Co., 52 Wall St., to provide a plan of readjustment of the corporate and financial structure of these companies. New funds provided under the Felt plan will be for both production and working capital. Meanwhile, a suit asking damages of 135,644 and 10,000 shares of GN common was filed this week by Edward L. Alperson against GN, Educational Pictures, Inc., and E. W. Hammons. Breach of an employment contract made Oct. 1, 1938 and which was to run to Sept. 1, 1943, was charged by Alperson.

FORUM CROWDED ALLIED PROGRAM

(Continued from page 5)

Certain groups were said to be strongly in favor of voting acceptance of its provisions with the proviso that nothing contained therein would detain the Government from prosecuting its New York equity suit. On the opposing side several Allied men were said to be unalterably opposed to any favorable action on the Code by the organization as a unit.

Wednesday afternoon's session closed with speakers for and against still seemingly far apart on the subject that has dominated the convention—the Code. So much time and verbiage and energy had, by Wednesday night, gone into the discussion of the Code that by that time it seemed impossible to finish the business of the convention in the scheduled closing sessions Thursday.

MORE THAN EVER
IT WILL BE

Universal in 1939-40

continuing the most amazing series of successes in MOTION PICTURE HISTORY!

2 DEANNA DURBIN PRODUCTIONS

(one co-starring Charles Boyer)

Produced by JOE PASTERNAK





HENRY KOSTER *Production*

"The OCEAN BETWEEN"

FOUR PICTURES... FOUR SMASH HITS!
THAT'S KOSTER'S AMERICAN HISTORY!

Produced by JOE PASTERNAK

Story by Bruno Frank

Screenplay by Bruce Manning





John M. Stahl's

"BULL BY THE HORNS"

Another masterpiece created by the genius of Stahl who brought to the screen the unforgettable "Magnificent Obsession," "Back Street," "Seed" and "Imitation of Life!"



MORE THAN EVER IT WILL BE

2 JOE PASTER

#1

The Hero of "YOU CAN'T TAKE IT WITH YOU," "MADE FOR EACH OTHER" and "MR. SMITH GOES TO WASHINGTON"



JAMES STEWART

in

"THE MAN from MONTANA"

with MISCHA AUER



Irene DUNNE

An assured box office smash-hit with the star of "The Awful Truth" and "Love Affair"





W.C. FIELDS

PRODUCTION

He's Rupee ripe now . . . . and we pick him to pack 'em with a great successor to "You Can't Cheat an Honest Man"!

Produced by LESTER COWAN



BING CROSBY

PRODUCTION

With a Marquee Full of GREAT NAME STARS!



UNIVERSAL in 1939-1940!

U N A K Productions

#2



NAN GREY ROBERT CUMMINGS

GLORIA JEAN *in*

"THE UNDER PUP"

with Beulah Bondi, Margaret Lindsay, C. Aubrey Smith, Ernest Truex
Billy Gilbert, Raymond Walburn, Paul Cavanagh, Ann Gillis, Doris Lloyd
Original story by I. A. R. Wylie Screenplay by Grover Jones

Directed by RICHARD WALLACE



"RIO"

Starring

DANIELLE DARRIEUX

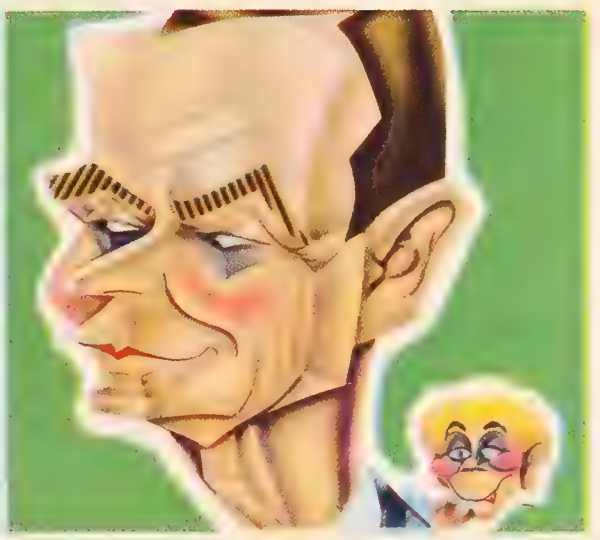
Produced by JOE PASTERNAK





EDGAR BERGEN *and* CHARLIE McCARTHY PRODUCTION

Another sure-fire hit–with a battery of front line stars added–and MORTIMER SNERD, too!



MARGARET SULLAVAN PRODUCTION

In a role destined to outshine even her own unforgettable performance in "Three Comrades" which won her the highest awards of the season.



MORE THAN EVER IT WILL B



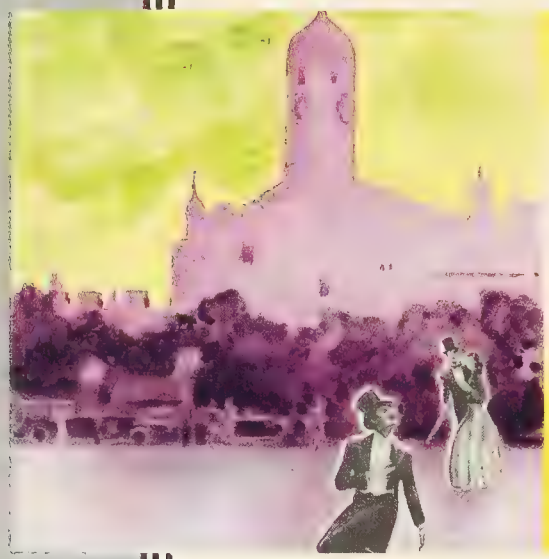
Jackie COOPER ★ BARTHOLOMEW *Freddie*

in 2 PRODUCTIONS

Thrilling, appealing, exploitable box office productions, *topical* stories of America's youth!

Produced by BURT KELLY · Directed by JOSEPH SANTLEY





BASIL RATHBONE

in

"TOWER of LONDON"

One of the greatest masterpieces of shock literature makes a perfect film vehicle for the arch-master of the sinister!

Produced and Directed by ROWLAND V. LEE, who made "The Sun Never Sets" and "Son of Frankenstein"!

"VICTORIA DOCKS at 8"

starring

BASIL RATHBONE

With red fury coiled like a snake in his mind, he sought the peace of destruction in the throes of blind dementia!

An original story by Rufus King and Charles Beahan

Produced and Directed by RICHARD WALLACE





Directed by
JOE MAY

Original Story by
JOE MAY and
KURT SIODMAK

"The Invisible Man RETURNS"

Demanded by exhibitor and public alike! Once again to fight his strange fight, to the amazement of unprecedented audiences!



BURT KELLY
Associate
Producer

Jackie COOPER *in* "HIS SON"

The production strength of a cast of distinguished stars and a director of outstanding merit will be given Cooper in this story—aimed to hit the pinnacle of his remarkably successful career!

UNIVERSAL in 1939-1940!



"RETURN OF THE SHEIK"

Here's ADVENTURE at Flood-Tide—produced on a scale matching in magnitude the panoramic sweep of the thrilling story!



KARLOFF·LUGOSI "Friday the 13th"

The Merchants of Fear ready to declare even greater dividends than were paid to you with their never-to-be-forgotten "Frankenstein"!



TWO PRODUCTIONS in

"THE FAMILY NEXT DOOR"

SERIES • *starring* HUGH HERBERT

with Joy Hodges, Eddie Quillan, Ruth Donnelly, Juanita Quigley, Benny Bartlett and "SANDY", the Wonder Baby!



Associate Producer
MAX H. GOLDEN



KEN GOLDSMITH
Associate Producer

2 LITTLE TOUGH GUYS

PRODUCTIONS

"CALL A MESSENGER"
"ACADEMY WINNER"

With Added Assets in Important Names for the Casts, Stories and Production!

7 PRODUCTIONS

with Richard ARLEN • Andy DEVINE

Produced by
BEN PIVAR

Stories by the greatest authors of all-time!

"Mutiny on the Blackhawk"
"Man from Montreal"
"Way of the West"
"Raging Rivers"
"Air Express"
"Sea Patrol"
"Steel"



MARQUEE PICTURES!

To liven up the box-office . . .
To attract Every Type of Patron!

4 EXPLOITATION PRODUCTIONS

Titles that can be campaigned—Group Casts that sell tickets!

"LIVE ALONE AND LIKE IT" • "MISSING EVIDENCE"
"CONVICTED WOMEN" • "ADVICE TO THE LOVELORN"

4 MUSICAL PRODUCTIONS

Zipful, zestful comedy-romances seasoned with hit-tunes and gals!

"PENTHOUSE SERENADE" • "DANCING FOR LOVE"
"RHYTHM FOR SALE" • "ROMANCE IN THE TROPICS"

8 ACTION PRODUCTIONS

They guarantee entertainment. Stories hot from the news and fads of the day! This series will be selected from the following stories:

Distress Signal • The Witness Vanishes • Eyes of the Coast Guard
Slightly Tempted • Vice Ring • Front Page Confession • Counterfeit Ring
Jail Baby • Freedom of the Air • Homicide Bureau • Ghost Ship
Hidden Money • Hero for a Day • Inquiring Reporter





7 JOHN MACK BROWN'S

with BOB BAKER and FUZZY KNIGHT

The three favorites of your action fans, in a series of pictures that will keep them jumpin' for joy!



Produced & Directed by A. J. [illegible]

MORE THAN EVER IT WILL B

3 FAMOUS PRODUCTIONS

A new producing organization of major importance, headed by HARRY EDINGTON

1

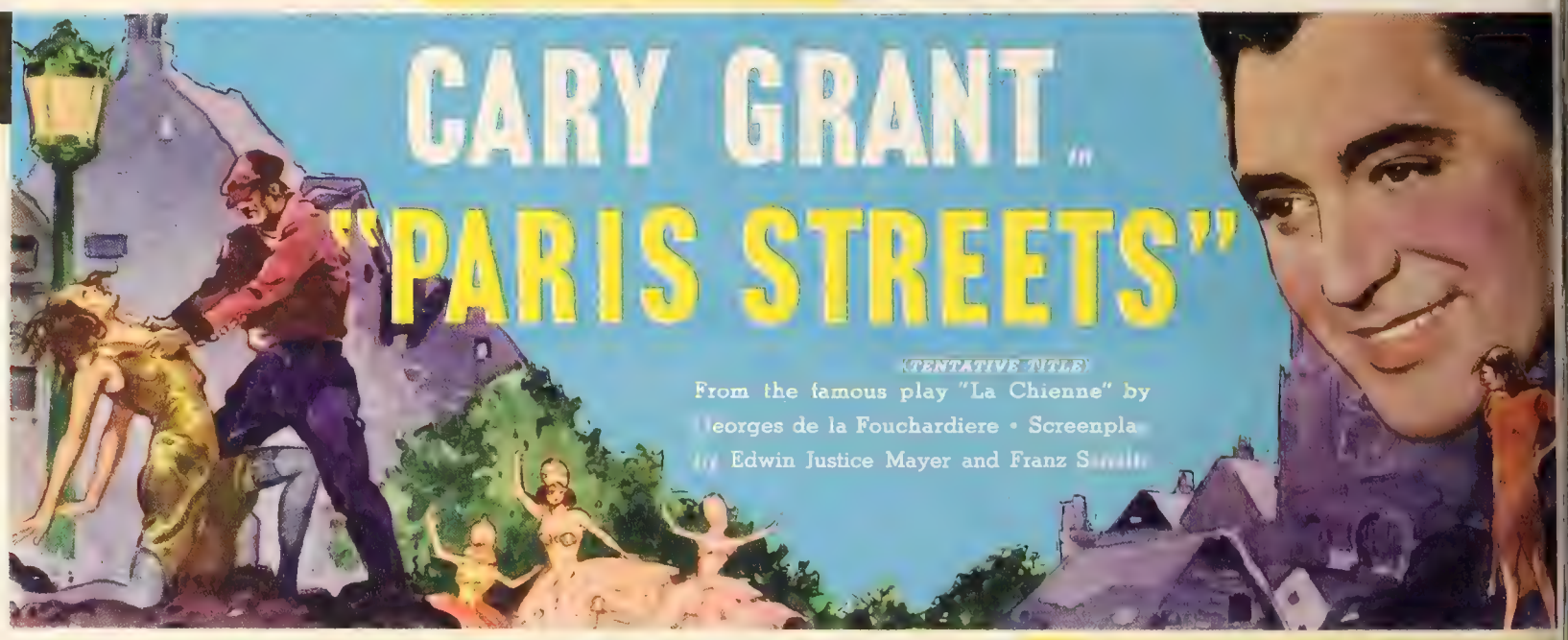


Douglas FAIRBANKS JR.

in "ATLANTIC CABLE"

An original story by DENNISON CLIFT

2



CARY GRANT in "PARIS STREETS"

(TENTATIVE TITLE)

From the famous play "La Chienne" by Georges de la Fouchardiere • Screenplay by Edwin Justice Mayer and Franz Schulz

3

"SOUTH OF THE AMAZON"

An original story and screen play by Frances Marion

Cast with Stars of the First Magnitude!



UNIVERSAL in 1939-1940!

SERIAL POWER!

. . . A QUARTETTE OF MONEY-MAKING, CROWD-PULLING CHAPTER-PLAYS

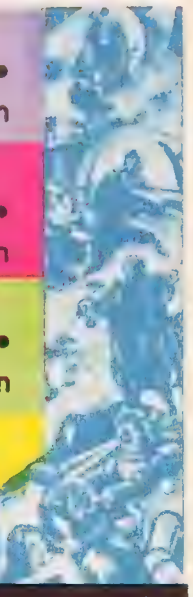
Produced by the King of Serial Producers—
HENRY MacRAE

"THE OREGON TRAIL" . . . . . .
15 Thrill-Packed Episodes of Pioneer Days—with John Mack Brown

"THE PHANTOM CREEPS" . . . .
Starring BELA LUGOSI in 12 Episodes of Fantastic Action

"THE GREEN HORNET" . . . . .
in 13 Episodes. Universal scoops the field with this radio sensation

"BUCK ROGERS Conquering the Universe"
12 Breath-taking Episodes with Larry Crabbe



HERE ARE 52 WEEKS OF BOX OFFICE INSURANCE!

2 RE-ISSUES: *The Greatest Combination Show of the Season!*

"MY MAN GODFREY" • "THE OLD DARK HOUSE"

Presenting an Unprecedented Array of Big Star Names:—

POWELL · LOMBARD · DOUGLAS · LAUGHTON · KARLOFF · AUER · PATRICK · BRADY · MASSEY

13 COLOR CARTOONS

Another step forward in Universal Short Subject Supremacy...the added wallop of glowing color to America's favorite program novelty... produced by
WALTER LANTZ

13 TWO REEL MUSICALS

To Be Produced at Universal City where the huge production facilities will guarantee the utmost in life, sparkle and novelty for the series. The cast will be studded with top-notch entertainment names.



15 GOING PLACES 1 REEL

A favorite with Universal exhibitors for many years...bringing to theatre patronage the far places of the world . . . picture stories finely photographed by foot loose cameramen who rove the Seven Seas.

•

Commentary by the ace-voice of radio—
GRAHAM McNAMEE

15 STRANGER than FICTION 1 REEL

Long established as a high spot in theatre programs where showmen build audience-appeal bills. Bringing to the screen the strange, startling, and almost unbelievable photographic evidence that "Truth Can Be Stranger Than Fiction."

•

Commentary by ALOIS HAVRILLA

A TWO REEL SPECIAL

A startling, dynamic, thrilling exposition on the Rediscovery of America—the land where Freedom still flourishes! The most exciting screen document ever recorded—America's March of Freedom since the founding of our nation!

PRODUCED BY
TOM MEAD and JOSEPH O'BRIEN

MARCH OF FREEDOM

The Number One Newsreel of the Industry . . . A pioneer leader—and still the leader by actual exhibitor vote! *104 ISSUES (Twice Weekly)*

•

Commentary by GRAHAM McNAMEE

NEWSREELS

The Flowers That Bloom in the Spring
A Wandering Minstrel, I
Three Little Maids From School
Willow, Tit-Willow
For He's Going to Marry Yum Yum
Behold the Lord High Executioner

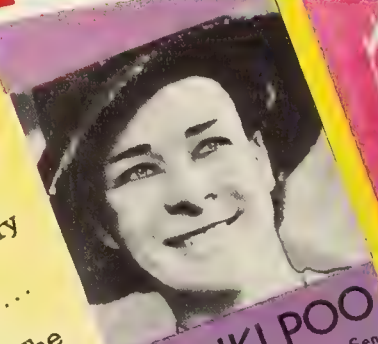
GILBERT & SULLIVAN'S MIKADO

in TECHNICOLOR

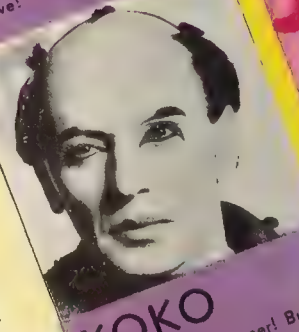
BREAKING RECORDS IN PRE-RELEASE RUNS, *because:*

¶ Ninety Americans out of every hundred know at least two "Mikado" songs by tune!... ¶ Sixty Americans out of every hundred know two or more of these tunes by title!... ¶ Fully half of the people in this country know "The Mikado" by its name!... ¶ The greater proportion of this last group has either acted in or witnessed at least one performance of "The Mikado."

with KENNY BAKER
JEAN COLIN · MARTYN GREEN
SYDNEY GRANVILLE · JOHN BARCLAY
the D'OYLY CARTE CHORUS
Recorded by the London Symphony Orchestra
Adapted, Conducted and Produced by GEOFFREY TOYE · Directed by VICTOR SCHERTZINGER



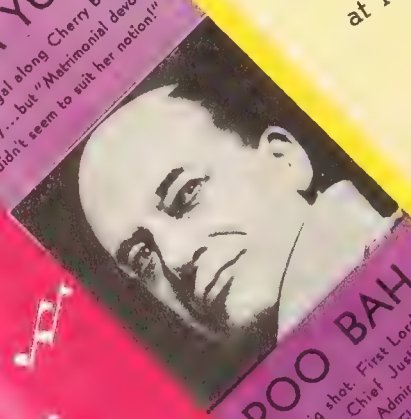
NANKI POO
A wandering minstrel he. Sentenced to lose his head over a girl . . . but not till he had 30 days to love!



KOKO
Lord High Executioner! But he couldn't chop anyone's head off until he had chopped his own off!



YUM YUM
No. 1 gal along Cherry Blossom alley... but "Matrimonial devotion" didn't seem to suit her notion!"



POO BAH
The big shot. First Lord of the Treasury, Chief Justice, Chief Commander, Admiral and Groom of the Second Floor Rear!





WALTER
WINCHELL
says:
"SUPREMACY!"

DANTON
WALKER
says:
"WILL CREATE A SENSATION!"

DOROTHY
KILGALLEN
says:
"Cutest thing in Technicolor since 'Snow White'!"


Jules Levy


Cresson Smith


E. L. McEvoy


Fred Ullman, Jr.


S. Barret McCormick


Harry Michalson


Phil Reisman

URGES DELAY IN NEELY BILL VOTE

White Suggests Senate Study Committee Reports

Washington—Deferring Senate action on the pending Neely anti-block-booking and blind selling measure for two weeks so that all Senators can thoroughly study both the major and minor reports by the Senate Interstate Commerce Committee was suggested this week by Senator Wallace H. White, Jr., one of the three to sign the minority report.

Senator White also said that if Secretary of Commerce Hopkins was discussing block-booking and other industry subjects with industry leaders, "I should almost think Senator Neely would delay bringing up his controversial measure until some official reaction was forthcoming from the Department of Commerce."

Now on the Senate calendar, Neely's measure may be taken up at any time. It was intimated that the Senator might press for action this week while Allied's nation convention is in full swing in Minneapolis. The bill passed the Senate last year while Allied was in session in Pittsburgh. Neely, however, spiked this intimation with an assurance that he would make no effort to bring up his bill on the Senate floor until a week from Tuesday or Wednesday.

DECISION RESERVED

Court Holds Up Appeal of Trust Co.'s Claim

The Circuit Court of Appeals last week reserved decision on an appeal by the Trust Company of Georgia from former Judge Martin Manton's decision which denied an application of the trust company to have its claim of $400,000 against Fox Theatres be given preferential treatment. The claim is for liabilities of Fox Theatres as a tenant of the trust company on theatre properties in Atlanta.

McConville on World Tour

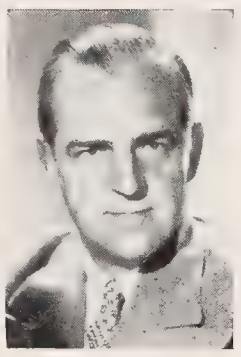
Columbia's Foreign Manager, J. A. McConville sailed Wednesday for Europe on what is the beginning of a world tour of the company's branches abroad. The tour will take him during the next nine months to Europe, Latin America, Australia and the Far East.

Executives Headed For Meet

Plans Completed for RKO International Sales Convention at Rye, N. Y.

Plans were nearing completion this week for RKO's International sales convention to be held at the Westchester Country Club, Rye, N. Y., June 19-20-21. Managers, district managers and salesmen, both foreign and domestic, will be present at the gathering, it was announced.

Among the executives of the home office attending will be Jules Levy, general sales manager; Cresson Smith, Western and Southern sales manager; E. L. McEvoy, Eastern and Canadian sales manager; Frederic Ullman, Jr., vice-president of RKO-Pathe News; Ned Depinet, vice-president of RKO; George J. Schaefer, president (see cover); S. Barret McCormick, director of advertising and publicity; Harry Michalson, short subjects sales manager, and Phil Reisman, general foreign sales manager.


Ned Depinet

Managers, salesmen and district managers from the far west and midwest will board a convention special train pulling out of Chicago Saturday afternoon. On board the special at the time of its departure will be salesmen and managers from thirteen branches, and two district chiefs. En route eastward the special train will make five stops at which delegates from sixteen additional offices will be picked up, making a total representation on the train from 29 branches.

Delegations to board the train at Chicago will be from 13 branch cities. Also aboard will be H. C. Cohen, Western district manager, and W. E. Branson, midwestern district manager. There will be stops at Indianapolis, Toledo, Cleveland, Buffalo and Albany. Included in these groups will be Nat Levy, central district manager and S. M. Sachs, Southwestern district manager.

More D of J Talks

Washington — Further conferences between Will H. Hays, MPPDA prexy, and other industry executives and the Commerce Department are definite, according to a Department spokesman. A meeting is being arranged to be held some time next week. It was said that the "Business Embassy" affairs with regard to the film industry "are moving along rapidly."

VA. UNIT DEFERS ACTION ON CODE

Roanoke, Va.—Although the Distributors' new Trade Practice Code was discussed by the Virginia MPTO at its midsummer meeting here Monday, at the Hotel Roanoke, no action was taken. Before taking action on the agreement, the association wants further information in writing from the distributors.

Among routine matters taken up at the convention were operating and maintenance costs. No date has been set for the mid-winter conclave, which is to be held in Richmond.



THE LAST WORD



WITH

CHESTER MORRIS
Iron-jawed pilot whose word in the air was law!

LUCILLE BALL
Lady of leisure fleeing unpleasant disclosures.

WENDY BARRIE
Socialite heiress on her first elopement.

JOHN CARRADINE
Craven-hearted detective, escorting a prisoner.

FIVE

ALLEN JENKINS
Gangster chaperone of his chief's little son.

JOSEPH CALLEIA
Pulled revolver on way to his doom.

C. AUBREY SMITH
Botanist absorbed in search of science.

KENT TAYLOR
Man-of-action co-pilot of the plane.

PATRIC KNOWLES
Wealthy wastrel, eloping with socialite heiress.

ELISABETH RISDON
Charming wife of the absent-minded botanist!

N SHOCK DRAMA!

Stark...startling...different!...Nine people trapped by an airplane crash in the head-hunters' jungle!...Their crippled plane can carry only five away!...Who was to stay and die—and who to do the choosing?...Scene by scene that great climax builds...Word by word and act by act emotions are unleashed! ...You've never had anything like it!...Terrific dramatic impact chained to box-office appeal such as made the movies the great mass entertainment!...RIDE IT LIKE A SHOWMAN!



CAME BACK

RKO RADIO PICTURES

DIRECTED BY JOHN FARROW · PRODUCED BY ROBERT SISK
Screen Play by Jerry Cady, Dalton Trumbo, Nathanael West

The Advertising Clinic

Oddities of Advertising In Britain or the Mystery Of the Missing Displays

By "OLD DOC LAYOUT"

Once again Old Doc goes to London, or rather London comes to him in the guise of cinema advertising oddities as reported by STR's London correspondent, Jock MacGregor. In a recent *Clinic*, we discussed the amusement page of a typical British weekly, pointing out that over there straightforward announcements were preferred rather than the selling appeals utilized in the ads appearing in our own American newspapers.

Heaps of Reading Matter

Now Jock reaches down into his cinematic bag of tricks again and comes up with another amusement page, this time from *The Evening News*. If we understand him correctly, every Monday night the amusement page of the *News* is monopolized by the display ads of the West End cinemas. Nightly, however, all the West End and the principal neighborhood houses advertise. Considering the fact that British cinemas use only announcements in cold type (there are exceptions, of course), the classified columns are just about as good a place in which to advertise as anywhere else.

But it must be remembered that London is a large city. If all the cinemas took it upon themselves to use display space, which would be an extravagant investment, the newspapers would have to turn over several of their pages to cinema ads. Not that they'd object, of course; nothing would be more acceptable. But neighborhoods just don't advertise that way. It's the same here in America. As a typical example, neighborhood houses in Indianapolis have all their ads combined under one two-column heading, "At the Neighborhood Theatres." So, perhaps the fact that the announcements of London theatres, variety theatres, opera and ballet, and cinemas appear under one general 8-column heading, "Greater London's complete Amusement Guide," is not so much of an oddity, after all.


MONDAY, The Evening News JANUARY 2, 1939

GREATER LONDON'S COMPLETE AMUSEMENT GUIDE

*Matinee To-morrow †All Seats Bookable

THEATRES

VARIETY THEATRES (CONTINUED)

CINEMAS (CONTINUED)

"THE BEST FILM YET MADE". —Matthew Norgate, "Evening Standard."
"THE BEST AND BRAVEST FILM OF THE YEAR". —Seton Margrave, "Daily Mail"
"THE BEST FILM OF THE YEAR". —Paul Holt, "Daily Express"
The EMPIRE LEICESTER SQUARE
2nd. WEEK
Robert Donat Rosalind Russell
DONAT · RUSSELL in The CITADEL

"The happiest film I have ever seen Deanna Durbin is perfectly natural and charming"
Deanna DURBIN in That CERTAIN AGE with MELVYN DOUGLAS
JACKIE COOPER IRENE RICH
LEICESTER SQUARE THEATRE

CONTINUOUS REVUE

CINEMAS
WEST END
SOUTHERN DISTRICT
SOUTH EAST
SOUTH WEST

ROMANCE! —sparkling with song . . . served ★ straight off the Ice!
SONJA HENIE
RICHARD GREENE
JOAN DAVIS
CESAR ROMERO
BUDDY EBSEN
IN MY LUCKY STAR
NEW GALLERY
The film that will outlive "Mr. Deeds"!

London Amusement Seekers Depend On This Page

THE EVENING NEWS, *London daily, carries a full-page amusement guide nightly for the convenience of the amusement-minded public. On one night a week, West End cinemas go in for display ads. Don't try to read the classified columns without a magnifying glass. However, such terms as "Lst hse," "U," "A" and "diff prg" mean in our American vernacular, "last show," "universal," "adult" and "different program," respectively.*

No Advertising Today

What strikes Jock as being strange, and Old Doc, too, for that matter, is that the notable absentees from the tear-sheet he forwarded us were the Carlton, Plaza, Regal and London Pavilion. Jock cites as probable reasons the fact that (1) the Carlton, a Paramount house, was showing another company's product; and that (2) the Plaza and Regal were about to change programs. He was surprised, and so was Old Doc, that the Pavilion ran no ad in spite of the fact it was playing "Trade Winds." With Fredric March and Joan Bennett, plus the fact that it was good audience entertainment, you can bet your last riding boot that over here we wouldn't have missed the chance to advertise it.

Disney cartoons are the only short subjects referred to in any of the display ads. One cinema, the Cameo, which runs a sixty-minute program of shorts, takes a 4-inch column ad to tell the public about it.

Unlike the other sample of British cinema ads we discussed in a prior *Clinic*, the displays on the tear-sheet of the *News* almost all have some kind of a catchline, or at least a few quotations from the critics' reviews. Perhaps we were a little too hasty in arriving at the conclusion that all cinema ads in Britain were purely announcements.

We might add that even roller skating, snooker, wrestling, boxing, whist drives, etc., are included in the *News'* page amusement guide. Thus, if Londoners want to know where to go tonight, they can look at the one page instead of searching through the entire newspaper.



London Uses Florists' Angle

This tieup was effected with Lucien, Ltd., at Baker Street on the florist angle to mark the premiere season of Samuel Goldwyn's United Artists release, "Wuthering Heights" at the Gaumont Haymarket Theatre, London. The still of the wedding scene was enlarged and used as a centerpiece on a unit featuring the tiein and credit wording.

"Juarez" Being Plugged in Hearst Magazines During Month of June

"Juarez" is receiving two national magazine breaks during the month of June with *Cosmopolitan* and *Good Housekeeping* running articles dealing with the film.

Good Housekeeping offers an article by Mary Henderson entitled "Gallant Lady," giving a character study of Bette Davis, who is starred in the film, while *Cosmopolitan* is presenting an article by James Hilton dealing with the production policy of Warner Bros. in its relation to "Juarez" and other pictures.

The Sales Division of the Hearst Publications which publish the magazines, is sending out letters to its wholesalers and retailers urging them to tie in with the local engagement of the picture, through displays, posting, and other promotional methods. They are also giving their sales staff throughout the country, a breakdown of the theatres playing the picture in their various territories.

Robbers Take De "Woiks"

When robbers entered the Plaza Theatre, Tilbury, Ontario, Canada, the day's receipts were locked up in the safe. Undaunted, the thieves carted away the safe through a rear exit. To date, they have made no reports as to their whereabouts, according to Harland Rankin, manager of the theatre.

The Box Office Slant

Five Came Back

(Hollywood Preview)

RKO-Radio Melodrama 73 mins.

Well Directed and Acted Melodrama Strong Enough for Top Bill in Many Houses

(National Release Date, June 23)

Cast: Chester Morris, Lucille Ball, Joseph Calleia, Wendy Barrie, Allen Jenkins, C. Aubrey Smith and others. Screenplay by Jerry Cady, Dalton Trumbo, and Nathaniel West. Story by Richard Carroll. Directed by John Farrow. Associate Producer Robert Sisk.

Plot: Chester Morris, pilot of passenger plane Silver Queen, starts for Panama accompanied by co-pilot Kent Taylor, a steward, eight adults and one little boy as passengers, but is forced down in the jungles of Central America. After 23 days the plane is repaired well enough to take off but can only lift with five, the little boy included. Three of the original starters are already dead, the steward, a detective and a gang leader's henchman. An anarchist who is due to be hanged on his arrival at Panama, elects to stay in the jungle and also decides that an aged couple and a weakling millionaire are to remain with him, allowing the two pilots to take off with the youngster and the two young ladies. As the plane gets off the anarchist mercifully kills the aged couple and leaves himself and the weakling to die at the hands of Head Hunters of the Jungle.

SUMMARY: Given plenty of advance exploitation this will fit easily in top spot of any double and in many spots will hold its own singly. It is hard to pick out the tops in individual performances as selection of the entire cast by Producer Sisk is well near perfection, but as the doomed anarchist Joseph Calleia is deserving of an extra vote closely followed by Chester Morris, C. Aubrey Smith and Allen Jenkins. John Farrow's expert direction of the very well written screenplay is worthy of "A" rating. This is made to order for tie up with Air Transportation companies and Travel Resort Bureaus.

OUTSTANDING: Joseph Calleia and John Farrow's direction.

Catchline: "Doomed to die for his badness, he showed he was the best in a pinch."

(FAMILY)

Three Texas Steers

Republic Western 56 mins.

Outdoor Fans Should Enjoy Fast-Riding Western With New and Refreshing Story

(National Release Date, May 12)

Cast: John Wayne, Ray Corrigan, Max Terhune, Carole Landis, Ralph Graves, Rosco Ates, Collette Lyons, Billy Curtis, Ted Adams, Stanley Blystone, David Sharpe, Ethan Laidlaw, others. Original screenplay by Betty Burbridge and Stanley Roberts, based on the characters created by William Colt MacDonald. Directed by George Sherman. Associate Producer, William Berke.

Plot: Carole Landis has a circus—but not for long, because her business manager, Ralph Graves, causes a series of disasters to compel her to sell a ranch he wants. Instead of selling the ranch, however, Carole and her troupe go to live on it. By mistake, they get on the land owned by the Three Mesquiteers. There are many complications as Graves and his henchmen seek to get the ranch owned by Carole, but with the help of the Mesquiteers, she outwits the villains.

SUMMARY: Well, there's the mortgage on the old ranch, but outside of this regulation formula, the plot of "Three Texas Steers" is new and refreshing. Imagine a western starting out under a circus tent and ending up with an exciting sulky race, with plenty of hard riding, shooting and fisticuffs sandwiched in between. You won't need to imagine it, nor will your fans, for here it is. The Three Mesquiteers are in tip-top form, while Carole Landis could lure us to take up circus life anytime. Ralph Graves is a suave villain—almost too suave—who leaves the skulduggery to his henchmen, Ted Adams and Stanley Blystone. Lending comedy to the proceedings is Rosco Ates as a stuttering sheriff and Naba (is he man or beast?) as a playful gorilla. As the action half of a double feature, or alone on a weekend booking, this western should do well. Novelty hats and buttons for fan clubs are available, as are several national tieups on popular products.

OUTSTANDING: The plot, which doesn't creak.

Catchline: "A fast-riding action thriller that ends in a blaze of glory on the race track."

(FAMILY)

LEGION OF DECENCY RATINGS:

(For Week Ending June 17)

SUITABLE FOR GENERAL PATRONAGE

Tarzan Finds a Son
Inside Information
Susannah of the Mounties
Bulldog Drummond's Bride
Adventures of the Masked Phantom

SUITABLE FOR ADULTS ONLY

The Girl and the Gambler
Should a Girl Marry

OBJECTIONABLE IN PARTS

Daughters Courageous

It Could Happen To You

(Hollywood Preview)

20th-Fox Comedy Drama 71 mins.

Amusing Suspense and Excitement Well Done Should Bring Satisfying Returns

(National Release Date, June 30)

Cast: Stuart Erwin, Gloria Stuart, Raymond Walburn, Douglas Fowley, Clarence Kolb and others. Screenplay by Allen Rivkin and Lou Breslow from original story by Charles Hoffman. Directed by Alfred Werker. Associate Producer, David Hempstead.

Plot: Idea Man Stuart Erwin allows his pal, Douglas Fowley, to take credit and promotions in advertising firm until his wife, Gloria Stuart, puts her foot down and in tears insists that Erwin must assert himself and put his ideas directly before his boss, Raymond Walburn. At a Fraternity dinner Erwin gets to the boss with the help of one of the showgirls invited to brighten the affair. On the way home Erwin and Fowley proceed to end the night with liquid refreshment. The corpse of a young girl is found in Erwin's car by his wife. The District Attorney tries to pin murder on Erwin, but the latter's wife knowing he is innocent saves him from the chair and helps capture the guilty man. Erwin gets promoted.

SUMMARY: As the top half of a double this should bring satisfactory box office returns from word of mouth after the opening, being a really fine audience picture with that ace well liked although not of marquee strength. Erwin in one of his Milquetoast roles is fine but top acting honors go to Douglas Fowley who steals the former's thunder but at the end in a swell drunk scene makes good in a big way. Gloria Stuart is convincing as the patient wife and the balance of the cast turn in fine supporting bits. The effective screenplay is deftly handled by Director Alfred Werker who gets 100 per cent value for producer, David Hempstead. Get an artist to make cartoons captioned "It Could Happen To You" and blow up for lobby display, taking happenings of the day from news headlines. For street ballyhoo hire truck with a cell holding a man in prison garb and signs reading "Go to ..... Theatre and see what might HAPPEN TO YOU."

OUTSTANDING: Douglas Fowley and Stuart Erwin.

Catchline: "He cashed in on his own ideas, with the help of his wife—of course."

(FAMILY)

House of Fear

(Hollywood Preview)

Univ. Mystery-Drama 66 mins.

Thriller-Chiller with Good Comedy Twist Well Above Average Program Offering

(National Release Date, June 30)

Cast: William Gargan, Irene Hervey, Dorothy Arnold, Alan Dinehart, Harvey Stephens, Walter Woolf King, Robert Coote, El Brendel, Tom Dugan and others. Based on a play by Thomas F. Fallon and novel by Wadsworth Camp. Screenplay by Peter Milne. Directed by Joe May. Associate Producer, Edmund Grainger.

Plot: William Gargan, detective, opens a theatre that has been closed for two years, in order to solve the murder and find out about the "ghost" alleged to haunt the house. He induces Irene Hervey, leading lady; Harvey Stephens, stage director and all the others of the original company to help him restage the show. Alan Dinehart and his brother, Robert Coote, owners of the theatre are happy to see the place open again, but are skeptical about Gargan's plans. During rehearsal, Walter Woolf King, who was to take the murdered man's place, is killed in the same mysterious manner. Stephens is then given the leading role and the night the show opens Gargan notices a cable running from a "prop" microphone and traces it to the basement. Gargan finds the murderer at work and also finds that a spring in the microphone releases a glass needle containing a deadly fluid. After a chase the murderer is caught and turns out to be Tom Dugan, the property man, who

(Continued on Next Page)

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—(See page 39)

The Box Office Slant

House of Fear

(Continued from page 19)

has been acting under orders from Robert Coote.

SUMMARY: A "whodunit" that is swell entertainment for the followers of mystery stories. A thriller-chiller with lots of good comedy and plenty of eerie atmosphere and all the usual horror props, that emerges as an above the average programmer for many spots. Good direction by Joe May of the clever screenplay, gives the picture many suspenseful and exciting moments. William Gargan plays the part of the detective turned theatrical producer in order to solve the mystery with ability, and El Brendel, Tom Dugan, Dorothy Arnold and Irene Hervey more than hold up their end of the show. Associate Producer Edmund Grainger has turned out a production that should give general satisfaction. Man dressed as spook (in long sheet) should be used for street ballyhoo, with card on his back "I'm From The House of Fear—Look Out," Green floodlights illuminating theatre with ghastly glow, will aid in lending the correct, weird atmosphere. Place a large sign in lobby, requesting patrons not to reveal the guilty party.

OUTSTANDING: Production and Direction.

Catchline: "A Backstage Phantom comes to life." (ADULT)

Daughters Courageous

WB Drama 107 mins.

Excellent Cast Makes for Vivid Characters and Sustained Emotional Interest

(National Release Date, June 22)

Cast: John Garfield, Claude Rains, Jeffrey Lynn, Fay Bainter, Donald Crisp, May Robson, Frank McHugh, Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page, Dick Foran and others. Screenplay by Julius J. and Phillip G. Epstein. From the play "Fly Away Home" by Dorothy Bennett and Irving White. Directed by Michael Curtiz.

Plot: Fay Bainter's four daughters willingly consent to her marriage to Donald Crisp, prosperous and long her friend. Fay is an "Enoch Arden" widow; her husband, Claude Rains, and father of the four girls having deserted them 20 years ago. Suddenly, Rains reappears, establishes himself in the home. This unusual domestic situation goes on until Priscilla falls in love with John Garfield, scoffer at conventions and with a yearning to travel. Both Fay and Rains see that a marriage between them will mean the same unhappiness for Priscilla as their own has been to Fay, and Rains decides to leave the home and wander again, his words of advice to Garfield convincing him to join Rains in a "rendezvous with the universe." Thus happiness comes for the other three daughters, all with plans for futures that can be assured by Crisp's comfortable fortune, as well as for Fay and Crisp.

SUMMARY: The same flavor that made "Four Daughters" so widely appealing pervades this splendidly acted and produced film. The story is episodic and slow to set its mood, but it proceeds to a climax that provides many effective and affecting emotional scenes—an especially notable one being the scene in which Fay Bainter and Claude Rains discuss their past, their daughters' happiness and the bitter conclusion to which all this points for Rains, who must wander again, though he'd rather remain near his daughters. Throughout the film there is a quiet emphasis on humor and lightness that will make most spectators follow events and deeply sympathize with the characters. Complimentary tickets to families consisting of four daughters; street stunt with sign reading: "I'm only one of the four girls you'll meet and love in 'Daughters Courageous'"; newspaper tie-up featuring stories of local daughters who have won happiness, success or fame by reason of their courage.

OUTSTANDING: Acting of entire cast.

Catchline: "A prodigal father returns, and throws his family into chaos." (ADULT)

Down The Wyoming Trail

(Hollywood Preview)

Mono. Western 62 mins.

This One Is Okay for Action Fans and Should Prove Good Saturday Fare

(National Release Date May 18)

Cast: Tex Ritter, Horace Murphy, Mary Brodel, Bobby Lawson, Charles King, Bob Terry, The Northwesterners and others. Original screenplay by Peter Dixon and Roger Merton. Directed by Al Herman. Produced by Edward Finney.

Plot: Tex Ritter gets a job as foreman of Mary Brodel's ranch, when Mary fires her foreman Bob Terry, because of his association with Charles King, an outlaw. Tex's old friend, Horace Murphy, who also works for Mary, asks Tex's help in locating a gang of rustlers. Framed, Tex is accused of murder and escapes into the hills. With Murphy's help, he finds that Terry and King had planned the murder in order to get him out of the way. After a thrilling fight, the entire gang is captured and Tex proven innocent.

SUMMARY: A standard western yarn that should satisfy the Saturday Matinee audience and the lover of two-fisted action. Story is well told and brings in the novelty of an Elk stampede in the natural setting of snow-covered Wyoming hills. Tex Ritter, as usual, furnishes most of the action; both with his fists and in the rendition of four catchy songs. Horace Murphy handles the comedy assignment in an able manner and Mary Brodel, Charles King and Bob Terry are effective. The film has been given good pace and brisk action by Director Al Herman. Sell this in the usual western manner with ten gallon hats and other cowboy equipment in the lobby. Window displays of the Tex Ritter merchandise tie-ups should be arranged. A man in cowboy regalia mounted on a horse, could be used for street ballyhoo.

OUTSTANDING: Tex Ritter.

Catchline: "A new job for Tex . . . impersonating Santa Claus." (FAMILY)

Money Dates

JULY

17-22

ICED COFFEE WEEK. Here's your chance to tie up with local grocers on coffee promotion by serving iced coffee in your lounge or foyer. Plug it in your ads, programs, and on the screen. Get displays in cooperating grocers' windows in exchange for credit cards in the lobby.

17th

GOLD DISCOVERED IN THE KLONDIKE, 1897. Play any picture with an Alaskan background. Tie up with dealers in old gold, jewelers and banks.

19th

FIRST OVERLAND MAIL REACHED CALIFORNIA, 1858. This is your opportunity to tie up with any Western picture or with a film dealing with the air mail. Devote a display to the progress made in mail delivery from 1858 up to the present—a period of 81 years.

22nd

ALEXANDER McKENZIE, first white man to cross the Continent north of Mexico, reached the Pacific Coast, 1793. Here, again, you can tie up with a western film. Since the Constitution was already four years old at the time, you can play on the fact that the West is still young.

Inside Information

(Hollywood Preview)

Univ. Drama 60 mins.

Fast Moving Cops-and-Robbers Yarn Should Satisfy Both Young and Old

(National Release Date June 30)

Cast: Dick Foran, Harry Carey, June Lang, Mary Carlisle, Addison Richards, Joseph Sawyer, Grant Richards and others. Based on an orginal story "47th Precinct" by Martin Mooney and Burnet Hershey. Screenplay by Alex Gottlieb. Directed by Charles Lamont. Produced by Irving Starr.

Plot: Dick Foran, rookie cop, is assigned to the precinct under Harry Carey, old-timer of the strong-arm school. Carey has little use for Foran's scientific methods, until a combination gun and camera, designed by Foran, identifies murderers of a policeman. Tracing a heelprint found at the scene of the robbery, Foran finds that Grant Richards is one of the mob and he is traced to the jewelry store owned by Addison Richards. Foran investigates the establishment and overhears them plotting a robbery. Carey refuses to take Foran's information seriously, until his niece, June Lang shames him into it and the robbers are trapped.

SUMMARY: If you're looking for a good melodrama, one that will bolster any dual, here's a fast moving cops-and-robbers picture that should satisfy both young and old. Director Charles Lamont has interwoven a clever crime-does-not-pay angle that keeps the story moving, without letup, until the final fadeout. Dick Foran, as the rookie cop with a flair for scientific crime detection, turns in a fine characterization and Harry Carey, June Lang and Addison Richards all do well with their assignments. Contact crime prevention agencies and local police and arrange an advance showing, sponsored by local newspaper. Lobby display of old and new police paraphernalia and equipment with sign "Modern Police Science vs. Old Strong Arm Methods" could be used.

OUTSTANDING: Dick Foran and Charles Lamont's direction.

Catchline: "Trapped by science." (FAMILY)

Sims Uses "Castles" Pressbook Material For Newspaper Insert

The effective manner in which pressbook material, mats and stories, may be used for a special newspaper insert has been demonstrated by J. I. Sims, who operates theatres in Orangeburg, S. C.

Sims for his campaign on "The Story of Vernon and Irene Castle" made up an insert of four pages printed on pink paper and covering highlights of the production. He arranged with the Orangeburg Times and Democrat, a local newspaper, to enclose these in each copy.

The theatre insert was a lively one throughout with all stories headlined like a newspaper. Two display advertisements were used and several mat features.

In The Editor's Mail Bag

Editor, SHOWMEN'S TRADE REVIEW
Dear Chick:

I read with considerable interest your editorial of May 27th headed "Commercialism in Conventions." Please accept my congratulations on the straightforward manner in which you point out the very thing that has been causing a lot of bad feeling.

M. P. T. O. A. have realized for several years that this was rapidly developing into racket, and I say to you in all sincerity that since I have been President of M.P.T.O.A. we have not gone in for this kind of thing. We have absolutely kept it out of our National Conventions as you well know, and to substantiate this I send you attached hereto a copy of the program of our last convention in Miami.

Kindly look this over and you will observe that this is not a shake down for complimentary advertising as it has no advertising whatever, complimentary or otherwise. You will see that the convention was self supporting; that the exhibitors paid their own way through by registration fees, and got their monies worth in meals and entertainment as we only charged a $10.00 registration fee for four days of affairs.

Of course, the matter of booths is a hard problem, but we have never charged more than about the actual cost of constructing these booths, etc., doing this because we wanted to keep them standardized, and we can find no way around this problem, though we would much rather have no charge whatever and invite everybody in the M.P.T.O.A. industry and its correlated lines to bring that which they may manufacture or distribute that the exhibitors of this country might be able to ascertain by sight what this different equipment was and as to whether it would fit into their particular needs. You, of course, know that the National Convention could have charged easily three or four times the $50.00 we did charge at Miami, as an example, and have gotten it because we turned down quite a number of those who wanted to participate with booths because of lack of space.

One other thing I want to bring to your attention. Myself and M.P.T.O.A. know that the real work of any constructive exhibitor organization is done by its officers and committees, and that it is a year round job and that very little, if any of this work can be accomplished at a three or four days convention. I have never kidded myself as to this because our conventions are not planned that way, but conventions are really important because they gather a consensus of exhibitors opinions on many highly controversial issues which guide our policies and activities throughout the following year.

You know only too well how open our National Sessions have been. That anyone who wished could have a voice in them and that we have Board Meetings wherein we spend days working with and on things important to exhibitors and the industry.

I could go on telling you the things that come into the activities of M.P.T.O.A. but you know them as well as I do. You were at the Oklahoma City Convention, as well as the Miami Convention. You were also at the New Orleans Convention so you know that what I have just said is true. But it is sometimes discouraging to see the attention given by those who should appreciate these efforts to the big talk, hell raising, shake down affairs described in your editorial—which usually turn out to be empty affairs.

Be assured of my continued good wishes for your personal health and success, and for the success of SHOWMEN'S TRADE REVIEW.

Sincerely,
(Signed) Ed Kuykendall
President, M.P.T.O.A.

Exhibitors, Visitors Seen At RKO's Lounge Room

Several out-of-town exhibitors and prominent members of the film industry have visited RKO's World's Fair Lounge in Rockefeller Center since it opened a few weeks ago. Pictured are some of the visitors:



Left to right: E. C. Beatty, president and treasurer of the Butterfield Circuit, Detroit, Michigan, and Jules Levy, general sales manager of RKO Radio.



RKO Radio's General Foreign Sales Manager, Phil Reisman, with the first foreign sales representative to arrive in New York for the International Sales Convention, Ralph R. Doyle of Australasia.



Left to right: Fred Ullman, Jr., vice-president of RKO Pathe News; Ned E. Depinet, vice-president of RKO Radio Pictures, Inc.; Col. H. A. Cole, president of Allied, Dallas, Texas; A. K. Howard, secretary of Allied, Boston, Mass.; J. C. Caldwell, Lee Theatre, Appomattox, Va.



Left to right: Ralph P. Merriman, Franklin Theatre, Syracuse, N. Y.; Steve Tarbell, Smalley Theatres, Cooperstown, N. Y.; J. Constantino, James Theatre, Syracuse, N. Y., and Charles F. Wilson, Bijou Theatre, Troy, N. Y.



Left to right: Miss, Mr. and Mrs. E. S. Samuelson, who is art director of Intermountain Theatres, Salt Lake City, Utah, are pictured looking at advance stills.

Program Exchange

England Sends Us New Member; Some Ideas to Use In Your Programs

BY THE time you read these lines the N. Y. World's Fair will still be going on and the weather will probably be so humid one can scoop moisture from the air with a dipper. But if your house is air-cooled, you needn't worry about the weather. By the way, are you plugging it in your programs? Each and every week you should publish an institutional message about the cool comfort of your theatre. Reserve a certain amount of space for your message, and then keep up the good work throughout the summer.

Did you notice last week that England is now represented in the Program Exchange? We've devoted quite a bit of space to programs from across the ocean, and now we have our first member from the other side of the pond. His name is Ronnie Dwyer, and he is manager of the Paramount Theatre, London Road, Liverpool, England. Nearby on this page you'll find his letter.

He Contemplates a Program

Ronnie is contemplating starting a program on the order of Maurice Osterman's *Movie Guide* and William B. Justice's *Cinemag.* By using these outstanding theatre publications as guides, we have little doubt but that Ronnie will get out a program comparable to any issued here in the United States. And when the first one rolls off the press, we hope he'll forward a copy to every member of the Program Exchange. Meanwhile, put Ronnie's name on your mailing list if you haven't already done so, and go from national to international in the exchange of programs.

One of the illustrations with a recent article showed a human interest story about Richard Greene, which occupied a page of one of the programs issued for Gaumont Theatres, London, by Jimmy Forsyth, director of publicity. In your press book, no matter what picture it was made up for, you'll almost always find exceptionally interesting stories about the stars either on facts about their private lives or little anecdotes about things they did while the film was in production. Often these stories find their way into the newspaper, and often they get in your program.

But to be different and unique, you might follow the example set by Gaumont Theatres. Select an attractive style of type for the head, leave plenty of white space on either side of the text, and you'll make the story stand out like a bathing girl in a snow storm. Folks'll read about the star, and that will heighten their interest in the picture in which he is starred or featured.

If you publish a tabloid-type program, there are several departments you can include in the general makeup. Fashions, The Question Box, a guest column, a column for high school students, a personal column—these are a few. And once you have inaugurated them, keep them up every week or as often as your program is issued.

Most pressbooks carry cartoons illustrating interesting phases of production or the star's life. Utilize these, too. What you want to do is maintain reader interest at all times, and one of the most important things to do is print the kind of material you know your public wants to read.

Once you have selected certain type faces for your heads, subheads, running heads, etc., stick to them all the way through. Don't try to achieve a variety of styles. The best thing to do is look over your daily newspaper and note its typography. It is probable that one style is followed for the news, another for the sports, and still another for the society. And yet the styles may all be from one family of type. Your best bet is to seek advice from your printer.

We'd like to hear from more of you members? What has happened to you? What about Pete Panagos, Matt Park, Roy Hanson, George Buell, Harry Hobolth, I. C. Holloway, Cle Bratton, Ben A. Dyer, L. V. Collins, Sam Hammond, Clayton Schmidt, Ken Baird, et cetera, et cetera? Don't fall by the wayside. Let's hear from all of you.

That'll be all for this week. But look for us again in this same space next week.



Dignified, Impressive Cover

A square halftone of Merle Oberon, with a sketch of a scene from Samuel Goldwyn's "Wuthering Heights," United Artists release, made this front cover of a program issued by Norman T. Prager, manager of the Arcade Theatre, Springfield, Mass., dignified and impressive. Simplicity often does more selling than a hundred, high-sounding adjectives.

An English Exhibitor Speaks

Dear Chick:

I have been receiving your excellent publication for the past few months, and I am particularly interested in the Programme Exchange page. In your issue of May 6 you gave some very interesting dope on a weekly newspaper put out by Mr. Osterman. As I am considering running a weekly theatre publication here, I would appreciate it very much if you would contact this gentleman and ask him to let me have some copies.

May I say that I thoroughly enjoy Showmen's Trade Review, and wish you and it the success it deserves.

(Signed) Ronnie Dwyer,
Paramount Theatre, Liverpool, Eng.

Members Added This Week

Art Wartha, Roxy-Fox Theatres, LaPorte, Ind.
Evans J. Kall, Venus, 1224 Prospect Ave., Brooklyn
Spicer Taylor, Roxy Theatre, Alamo, Tenn.

—Your Application Blank—

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....

Showmen's Parade

CHARLES COX has been switched by the Rovner Circuit of Philadelphia from the Clearfield in the Quaker City to the Runnemede at Runnemede, N. J. FRANK JORDAN goes from the Belgrade to the Clearfield and RUBE RABINOWITZ takes JORDAN'S post at the Belgrade coming from the Poplar. JOHN EHRLICK, formerly at the New Ideal is now at the Embassy.

Kallet Theatres of Utica, N. Y., announced several changes this week. WILLIAM T. MacNEILLY has been transferred to the home office where he will act in an executive capacity. He has been city manager in Utica. DONALD BLAIR goes from the Uptown, Utica to the Kallet at Pulaski, N. Y. WILLIAM KOOB of the State Theatre, Deposit succeeds BLAIR at the Uptown. MILES POTTER, who has been assistant manager of the Regent, Syracuse, replaces KOOB as manager in Deposit. RAY SERIANNI, formerly at the Avon, Utica, will be manager of the new Strand in Long Lake.

LAWRENCE DAVIS has been appointed assistant at the new Roseville Theatre, Roseville, Calif. by HARVEY W. SMITH, who promoted NORMAN AXTELL, his former assistant to the managership of the Roxy.

The Schine Circuit announced several changes in Rochester, N. Y., this week. PAUL KETCHUM succeeds EDWARD BRANTHURST at the Monroe. BILL SHIRLEY has been brought from New York to take over the management of the Madison. JOE KLEIN, formerly at the Madison will be moved elsewhere. JACK GOODMAN takes charge of the Cameo succeeding JACOB WEBER, who is shifted to Ogdensburg. BUDDY FREEMAN, brother of CHARLES FREEMAN, manager of the Century will handle the State succeeding SAM SHAFER, transferred to Herkimer.

Selling the Picture

Int'l Radio Broadcast Will Exploit "Second Fiddle"

Arrangements have been completed by 20th Century-Fox for an international broadcast for Irving Berlin's "Second Fiddle" to be carried over the NBC Blue network in the United States and affiliated foreign stations on Monday, June 26 from 8:30 to 9:30 P.M., EDST.

The broadcast, which wil inaugurate the new Monday night series of "The Magic Key of RCA," will be picked up from Oslo, Norway, London, Buenos Aires, New York and Hollywood, and will feature Sonja Henie and Tyrone Power, the stars of the picture; Rudy Vallee and Mary Healy, who have important roles; Irving Berlin, Darryl Zanuck and Sidney Lanfield, the director of the production.

"Name" Orchestras on Program

Louis Silver's Twentieth Century-Fox Studio orchestra and Frank Black's orchestra and chorus, which is a regular part of the "Magic Key" hour, will be heard on the broadcast in addition to four other name orchestras to be announced later.

The entire program will feature music and scenes from "Second Fiddle." Sonja Henie, who is in Oslo, Norway on vacation, will play a love scene from the picture with Tyrone Power, who will be heard from Hollywood. This is the longest distance love scene ever attempted by radio, the players being separated by more than 7,000 miles of land and sea. Rudy Vallee will sing one of the hit numbers from the picture, "I Poured My Heart Into A Song," from New York and Mary Healy will sing on the Hollywood part of the program which will also introduce Darryl Zanuck, the producer of the picture, and Sidney Lanfield. Additional details of the program will be announced later.

This will be the first broadcast of its kind ever arranged for the exploitation of a motion picture. In planning the program Charles E. McCarthy, director of advertising and publicity, and Irving Berlin, who wrote the music for "Second Fiddle," arranged to blend all the elements of a musical picture with the magic of radio to bring a show from scattered cities on three continents to a world-wide listening audience.

This "Second Fiddle" broadcast, follows closely the highly successful Kentucky Derby broadcast over CBS and the recent "Young Mr. Lincoln" radio show from Springfield, Ill. on the MBS nation-wide network. It will be the second big radio show 20th-Fox has staged for the exploitation of an Irving Berlin picture. The first one, the highly successful "Alexander's Ragtime Band" broadcast, was given just a year ago.

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Bridal Suite	June 3
Broadway Serenade	April 1
Captain Fury	May 20
Dark Victory	April 22
Flying Irishman	March 11
Hardys Ride High	April 22
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Juarez	June 10
King of the Turf	Feb. 25
Little Princess	Mar. 4
Lucky Night	May 13
Made For Each Other	Feb. 18
Man of Conquest	April 29
Only Angels Have Wings	May 27
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	March 18
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Tail Spin	Feb. 4
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Union Pacific	May 6
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Young Mr. Lincoln	June 10
Zenobia	Mar. 18



"Honolulu" Contest Winner

Gus Bartram, manager of the Vogue Theatre, Manistee, Mich., thinks "It's a Wonderful World" as he reads the figures on his prize money check from Frank Downey, MGM Detroit exchange manager, for his effort to increase box office results on MGM's "Honolulu." Gus is half of the famous vaudeville team, Bartram & Saxton, who trod the boards for some 25 years.

Kny Makes Beery An Honorary Sergeant of Racine Police Dept.

Harvey Kny, manager of the Rialto Theatre, Racine, Wis., really went to town with his campaign on "Sergeant Madden." He had Wallace Beery made an honorary sergeant of the Racine police force, and issued a commission to Beery. Local newspapers used several stories on the stunt

He also sent a wire to Grover Whalen, who is in charge of the New York World's Fair, the object being to promote a free trip to the Fair for the Most Popular Policeman contest in Racine.

For two weeks in advance Kny ran special copy in his trailers, secured cooperation of the police department, and in all ways gave "Sergeant Madden" a complete and seat-selling campaign.

Ties Up with Laundry

As a tieup for "Prison Without Bars," Manager Marlowe Conner of Warners' Rhodes Theatre, Chicago, sold a laundry on the idea of getting out a plugger using this lead-off: "Is Your Home a 'Prison Without Bars'?" The rest of the copy was devoted to the laundry and to the picture. We'll bet your local washery would go for the same stunt. Why not try it?

Veteran Showmen Win In "Honolulu" Contest

During the past few months all managers of the W. S. Butterfield circuit operating throughout Michigan have been pulling a lot of old tricks out of the bag and creating several new ones in their competition for the best showing of increased attendance at the box office in order to take a crack at the two prizes authorized to be awarded the houses in the major Butterfield towns and the minor situations. Accordingly, with E. C. Beatty's sanction, Frank J. Downey, Detroit branch manager for Metro-Goldwyn-Mayer, offered $100 to the majors and $50 to the minors for the best campaigns on "Honolulu" designed to keep the ticket machine working at top speed.

In the major house division, it took an old-timer like Wirt S. McLaren, manager of the Michigan Theatre, Jackson, to show the others the way of copping first prize. McLaren has had a wealth of experience in show business, having handled vaudeville, presentations and legitimate theatres in Jackson for the past 31 years.

In the minor towns, there was hot and heavy competition. But coming out on top was Gus Bartram, of the Vogue Theatre, Manistee.

The winner in each instance received warm letters of congratulations from E. C. Beatty, E. M. Saunders, western sales manager for MGM; J. E. Flynn, western division manager, and Branch Manager Frank J. Downey. The local papers were loud in their praise of the achievements of the two showmen.

Passes Under Theatre Seats

How's this for something different and unusual? Lloyd Seiber, manager of the College Theatre, Bethlehem, Pa., placed 25 single passes in envelopes which were pasted on the bottom of theatre seats. When the first evening show ended, patrons were instructed to look there for something which would give them a "Lucky Night." If you're playing "Lucky Night," don't pass up this stunt. Congratulations, Lloyd.



Bundt's Telephonic Display

The above display on 20th Century-Fox's "Alexander Graham Bell' was promoted from the New York Telephone Company by Milton Bundt, manager of the Garden Theatre, Richmond Hill, L. I. It's a model of Bell's first telephone enlarged five times its regular size. Placed in the foyer, it drew laudatory comments from Garden patrons.

Big Fun Festival Jamboree Is An Attendance Booster

Binstock Describes An Activity In Which the Audience Participates

EVERY Friday night at the Lyric Theatre, Hartford, Conn., Manager Paul Binstock puts on what he calls "Stage Jamboree, Fun Festival and Gift Night." Having received inquiries from various exhibitors concerning activity of this kind, we decided to investigate Binstock's idea. So here's how it's done, according to Paul.

First, he tied up with a local jeweler to supply him with 15 gifts, such as wrist watches, vanity dresser sets, military sets, etc., to be given away each week for a period of ten weeks. The gifts were displayed in the lobby, along with the merchant's ad.

On the evening of "Stage Jamboree," lucky number coupons are distributed to the patrons. Acting as master of ceremonies, Binstock calls the lucky numbers which are drawn by some child from the audience. The gifts are presented to 15 lucky persons. The Auction is then ready to begin. Paul instructs his audience to listen carefully as to what article he intends to buy, and the person who has the desired article must call out "Okay, Lyric!" and present the article on the stage.

Gags for Sale

Some of the articles used for the Auction, paying prices ranging from 50 cents to $2 for each article, include a toothpick, safety pin, aspirin tablet, pair of dice, Indian Head penny, box of Ex-Lax, a new pencil without a point, half a man's shirt (cut the shirt in half with a pair of scissors), full package of chewing gum, deck of cards, lady's garter, buttons cut from a vest, tooth brush, lemon drop, pair of shoe laces, package of cigarettes, traffic violation, old-style dollar bill, pair of suspenders, collar button, gas bill, whisk broom, rabbit's foot, shoe horn, needle, paper clip, poppy, half a man's tie, lady's stocking, clothes pin, etc.

Following the Auction, Binstock stages his Fun Festival, using, one week, all the men from the audience, next week, all the women. He offers a $5 prize to the winner. For example, on April 21, the theatre ran a Baby's Milk Bottle Drinking Contest, calling six men to the stage. Incidentally, Paul never informs his audience in advance the nature of the contest. When the men were on the stage, the ushers wheeled out a wagon conveying a beer keg, and the men smacked their lips in anticipation of a drink of good old beer. They were asked to put bibs around their neck, after which the baby bottles filled with milk were brought out. The contest began. The man finishing first was the winner.



Binstock and Needles

When this photo was snapped by a candid camera pest, Paul Binstock, manager of the Lyric Theatre, Hartford, Conn., had his back to the audience getting everything in shape for the "Needle-Threading Contest." At the signal "Go!" the stage lights were extinguished and the contest began. It kept the audience in stitches, needles to say. (Oooh! What a pun!)

Blow for Fun

On April 28, Binstock had six girls competing in a Balloon Blowing contest. Using extra large balloons, the girls were instructed to hold their hands behind their backs. (If the contest drags, permit them to hold the balloons).

A Husband and Wife contest was held May 5. Three couples were called who seated themselves at three tables, husbands opposite their wives. The wives were instructed to put baby bibs around their husbands' necks. Each woman had to feed her husband a full bowl of milk and corn flakes with a spoon.

Using ten men on the stage, Binstock held a Shoe Finding contest on May 12. The men were placed in a corner of the stage with their backs to the center of the stage. Binstock then piled the shoes on top of one another and tied the laces of about two or three different shoes. He gave the signal. The man who found his own shoes and laced them first was declared the winner.

Pie Eating Pays

On May 19 a Blueberry Pie-Eating contest was held for six men, who had to keep their hands behind their back while partaking of the delicious pastry. The one finishing first was the winner.

These are only a few of the contests that can be used, Binstock declares. Others which are practical are: Passing the Hot Potato contest, with 6 men and 6 ladies; Cracker-eating contest, for men only; Fattest Man contest; Stoutest Woman contest; Needle-threading contest, for men only; Amateur contest from the audience; Jitterbug contest; Harmonica contest; Impersonation contest; Girls' Beauty contest; Bathing Beauty contest.

Lyric audiences have a grand time each week participating in the fun, according to Binstock, and they come prepared for it.

If you want to boost attendance and pep up one of your dull evenings, you might try a Fun Festival, too. However, consider your situation first, for this kind of entertainment is more for the masses than the classes. Good luck to you.



Sport Shop Window

A sport shop was a natural place for Lester Pollock of Loew's Rochester Theatre to seek a tieup on United Artists' "King of the Turf". How successful he was can be proved by the photograph shown above.

Caldwell Distributes "Kisses" to Mothers From the Hardy Family

Here's a stunt to use next year on Mother's Day, so clip this out right now and file it away:

Manager Wally Caldwell, of Loew's Valentine, Toledo, O., was playing "The Hardys Ride High" on Mother's Day, so he had 2,500 glassine envelopes imprinted and a candy kiss inserted in each one. These were distributed in the downtown shopping center on Friday and Saturday preceding the holiday. The copy read, "Sweets to the Sweet—Here is a Kiss for Mother from the Happy Hardy Family, etc."

Substituting a star or featured player for the Hardy Family, you can use this next year on whatever attraction you happen to be playing on Mother's Day.

"Honolulu" Lobby Display

Hawaiian instruments and beach chairs were borrowed by Irving Lipnick, manager of the Symphony Theatre, Chicago, for placement in his lobby in advance of the opening of "Honolulu."

Have You the Time?

A display of alarm clocks, with their hands all pointing to 12, was promoted from a neighborhood drug store by Manager William F. O'Connell of the Highland Theatre, Chicago, Illinois, as a plug for "Midnight."



Saunders' Telephone Tie-Up Ad

So well did the Southern New England Bell Telephone Company like this ad which Matt Saunders, manager of Loew's Poli Theatre, New Haven, Conn., prepared as a tieup that the company ordered it to appear in towns in Connecticut where the picture is booked. Matt made the tieup complete by featuring a two-column scene mat from the picture on the same page. The company is also sending the layout through as a national ad.

Two Win N. Y. World's Fair Trips in "Streets" Contest

Two persons who created Bright-Sayings for "Streets of New York," which recently ended a successful engagement at the Garrick Theatre, Chicago, rode to the New York World's Fair recently on the wings of their wise-cracks, having won what is regarded as one of the most successful contests ever held in the Windy City in connection with the exploitation of a motion picture.

The two lucky winners were Edward Bilek, Jr., of Chicago, and Mrs. E. C. Armbruster, of Oak Park, Ill. Accompanying them were "Bill" Kennedy and Ray Serafin, Chicago newsboys, who won another contest, both sponsored by Monogram and the *Chicago Evening American.* While in Manhattan, the four winners were the guests for four days of Monogram, and the Hearst newspapers here and were taken on a round of entertainment at the World's Fair, Radio City Music Hall, the International Casino and other gay hot spots.

The first contest, which made the front page of the *Evening American,* started six days before the opening of "Streets of New York." Each day a two-column picture was printed in the *American* in which either Jackie Cooper or Martin Spellman, figured. The illustration contained a blank "balloon", or open space, for a caption and readers were invited to fill in the space with their own idea of what they considered a wise-crack.

The two best received during the contest were declared the winners and the next fifty received passes to see "Streets of New York."

The second contest, which ran simultaneously, was promoted through Walter Parker, circulation manager of the *American,* and was confined to newsboys. Each carrier had to turn in a new six-months subscriber in order to compete in the drawing held for the two trips to New York. The *American* put on 900 new subscribers and the picture at the Garrick was boosted when the *American,* well in advance, spread large banners on both sides of its 200 delivery trucks flashing about Chicago, calling attention to the picture and the main contest, which clicked in a big way from the opening day until it closed on May 20.

"Lovers May Park Here—"

A bench in the lobby with palm trees behind the bench was the display devised by Manager John P. Field, of the Grove Theatre, Chicago, to exploit "Love Affair." "Lovers may park here, but we urge them to see 'Love Affair' at the Grove, etc." was the substance of the copy on a card placed nearby.



Highlights of Pollock's "Only Angels—" Campaign

Here are some campaign highlights executed by Manager Lester Pollock, of Loew's Rochester, Rochester, N. Y., for his exploitation of Columbia's "Only Angels Have Wings." That's an angel used for street ballyhoo (upper left); men's suits are featured by a local department store (upper right); Pollock promoted a window (lower left) on gas ranges; and at the bottom, right, the Knot Hole Band is seen parading on their way to view the film.

Gloversville Kiddies Offered Free Bikes in Tieup with Local Store

Through a tiein with the local branch of Montgomery-Ward Co., Manager Frank Boucher, of the Glove Theatre, Gloversville, N. Y. is offering a free Hawthorne Bike to local boys and girls who attend the theatre.

First, the kiddies are to visit the store and inspect the bikes, at which time they receive a chance if they leave their names and addresses. Then, every time they attend the Glove they get additional chances.

Those who participated in a Bike Parade staged recently received 6 additional chances to help them toward winning the handsome prize. Boys and girls met with their bikes at Darling Field, and paraded from there to the theatre.

Frank is passing out special handbills informing the kiddies of the chance to win a bike. Also, Montgomery-Ward is offering free trips to either of the Fairs for the lucky boy or girl who enters a special contest put on by the store.

Here is outstanding summer promotion. Surely you can make the same kind of a tieup with your local Montgomery-Ward outlet or some other store. Try it, and keep the kiddies coming to your theatre throughout the summer.

P. S. We have two chances on the bike ourselves. Wait till Frank sees us biking up Broadway on our Hawthorne Special!

Handbills, Posters Preferred for Publicity, Says Visiting Exhibitor

Handbills and posters are the chief means of theatre exploitation in the small town of Allen, Nebraska, where Rubel Hutchings operates the Allen Theatre. Hutchings, a visitor at RKO Radio's exhibitors' lounge, plays single features exclusively and mostly those of the so-called action type.

Hutchings disagrees with R. R. Winship of Phillipsburg, Kansas, so far as Saturday night business is concerned. Winship said Saturday night was now just another night, while Hutchings says Saturday night is by far his best evening for gross.



Medd's Striking Front, Bally on "Nazi Spy"

A striking front on Warners' "Confessions of a Nazi Spy" was effected by Manager E. R. Medd of the Roxy Theatre, Gallatin, Tenn., as you can see by the photograph at the left. Shown at the right is a man dressed in Nazi uniform who Medd detailed to ballyhoo the film. "That's 'yours truly' next to the pop-corn machine," Medd informs us.

Receive Second Prize

Managers of the GB Albany Ward Theatres, Ltd., London, won second prize of £12.10s in the exploitation contest conducted here by the circuits operating head, Gaumont-British Pictures Corporation, according to R. H. Etchells, publicity manager.

"Butch, Change Dem Plates!"

Owners driving cars with Missouri licenses were invited by Manager Marlowe Conner of Warners' Rhodes Theatre, Chicago, to be his guests at performances of "I'm From Missouri."

The Boys Gather 'Round For Home Office Ad Meet

In Which the Campaign For the Mayme Milton Super Hit Is Launched

THE advertising executive called his assistants into his office.

"Now, boys," he said, "here's one of the toughest assignments we've ever had. As you know, Mayme Milton's new picture is 'Fashion's Slave.' It's the story of a girl who becomes a slave to fashion, until it fashions a net of circumstances in her life that almost spell disaster for the poor girl. It takes a level-headed young man to get her on the right path again."

"Oh boy, that ought to be a cinch for me!" exclaimed the head of the exploitation department. "Fashion tieups from one end of the country to the other. Photos of Mayme Milton wearing the latest Soks creations—"

"Not so fast," said the ad head, "you know fashion tieups are not permitted in conjunction with Mayme Milton. That's out.

"But," countered a member of the ad department, "can't we bring out fashions in our ads? How about something like this, 'Enslaved by fashions, she almost lost the man she loved'? Or maybe this'd do, 'From a poor East Side girl she became a fashion model, only to have her new career fashion the most exciting events that ever befell a girl."

"Neither one of 'em will do," cautioned the ad head, "we don't want to use the word 'fashion' in any manner whatsoever. That it's in the title is enough. Nor do we want people to get the impression that this is a style show. It'll attract the women perhaps, but the men will be scared away. We've got to outline an advertising campaign that'll appeal to both sexes. Now, has any one any suggestions?"

"Here's something," said another member of the ad department, "why not use this line. 'She found that love and kindness was more important than mere appearances'?"

"Where's anything in that to appeal to male members of an audience?" asked the ad head.

"Well, I guess there isn't anything. Maybe this'd do the trick: 'He took her from the gutter—made her the toast of the town—and then found you can't butter your toast on both sides'."

"Oh sure," interrupted the exploitation head, elatedly. "That'd be swell. It'd give us a chance to recommend a tieup on toasters. And maybe we could inaugurate a national 'Butter Your Toast on Both Sides Week' as a boost for butter sales. There's an idea."

"I'm sorry," said the ad head, "but that won't do, either. You boys must realize that Mayme Milton is our biggest star. The wrong slant in advertising one of her films might cost us thousands of dollars. 'Fashion's Slave,' so I have been advised from the Coast, is easily her best picture by far. Like yourselves, I wish we could mention 'fashions' in our advertising, but it positively is forbidden. I have here what I believe is the type of catchline we should use on this film. Here it is: 'Loved by a strong, silent, virile man, she found the way through heartbreak to triumphant love.' In that one line you have love and romance, the stuff both women and men go for. You have strength and virility, two more things that both men and women go for. Now I want our general campaign treated in the same way. Is that understood?"

The men nodded. Perplexed, however, was the exploitation head. "I don't see what there is to exploit. Maybe after I read over the script I'll find something."

"Well, I'll give you a hint or two now," said the ad head. "You can suggest contests on the question of whether or not the modern girl loves the strong, silent, virile man. You can suggest cooperative tieups between theatres and recreational centers in which the latter advertise that 'if you want to win the girl of your dreams, a girl like Mayme Milton, you must be strong, silent and virile—come and exercise with us.' You can suggest a stunt whereby local girls who most nearly resemble Maizie Milton will get free tickets to see the show. Well, those are beginners. I know you can think of more. But remember—no fashion tieups, no endorsements by Miss Milton. Get it?"

The men left the office. It was not long until they were called together again. When they were all seated, the ad head spoke:

"I've just received a wire from Paddock (producer of the film). I'll read it to you: 'Style Show' new title for 'Fashion's Slave' stop Have arranged to send Mayme Milton on nationwide tour during which she will make personal appearances at department stores in key cities exhibiting creations she wore in 'Style Show.' stop Suggest you play up fashion angle. Regards, Paddock'."

HORRORS! WHAT'S THIS?



Oh, just a stunt arranged for the showing of the two Universal spine-chillers, "Dracula" and "Frankenstein" at the Albany Theatre, Albany, N. Y. We don't know whether that horizontal figure swathed in bandages is a real man or not, but in any event, Manager Eddie Selette shows his flair for showmanship. That woman in the background, apparently having seen the display, is pondering over the sign which reads: "Chop Suey—19 cents."



Whyte Arranges Elaborate Display on "Castles"

The above display was arranged by Manager David Whyte of RKO's Alden Theatre, Jamaica, N. Y., as part of an extensive campaign for the RKO Radio film, "The Story of Vernon and Irene Castle." Utilizing black velvet for a backdrop, cut-out letters were strung, together with cutouts of the stars. In the foreground is shown a table, on which revolved a display of stills depicting dances from the picture. Hidden from view under the table was a phonograph playing the film's song hits.

RKO Theatres in Greater New York Choose "Little Princesses"

A Shirley Temple Resemblance Contest was staged recently by RKO Theatres in Greater New York in connection with the showing of "The Little Princess" in the circuit's houses. Two "Little Princesses" were selected—one for Manhattan and the Bronx, and one for Brooklyn and Queens.

Each winner was awarded $100 in cash, 24 hours of royal entertainment and numerous gifts, which included a complete Shirley Temple outfit, a Shirley Temple doll and the Frances Hodgson Burnett book, "The Little Princess," bearing Shirley's autograph.

For New York's "Little Princess," a suite was engaged at the Waldorf-Astoria. She was taken on a shopping trip to Stern's, was guest at a luncheon in her honor, attended a theatre party at one of the RKO theatres to see the picture, and was the guest of honor at a tea and reception, at which time she received her prize and gifts. A similar day was arranged in Brooklyn for that borough's "Little Princess."

To enter the contest, girls had to be between 7 and 10 years of age. Photographs, accompanied by entry blanks bearing the signature of parent or guardian, had to be mailed or brought by aspirants, to an RKO theatre.

Young Tarzan Selected In N. Y. Publicity Stunt

As an advance publicity stunt on the showing of "Tarzan Finds A Son" at the Capitol Theatre, N. Y., Johnny Weissmuller, star of the film, asked Sixth Deputy Police Commissioner John H. Morris who heads the 100,000 youngsters in the Police Athletic League, to help him find New York's boy Tarzan. Morris agreed to cooperate.

The League's best boy swimmers under fourteen years of age were selected. Fifty of them met at Billy Rose's Aquacade at the N. Y. World's Fair, where Weissmuller selected the winner. The lucky lad competing in the Aquacade was awarded an appropriately engraved cup, while the others received medals from Tarzan Weissmuller. All saw the Fair and Aquacade show.

Other New York youngsters in the league who are not swimmers, but who have other talents, were not overlooked. Weissmuller and Eleanor Holm, his co-star at the Aquacade, arranged with Major Bowes for 300 boys and girls of the Police Athletic League to attend a special morning matinee of "Tarzan Finds a Son" at the Capitol. Weissmuller was on hand to greet the 300 children, who were selected from the various groups in the five boroughs.

Contest Winners Home

Winners in MGM's "Marie Antoinette" contest, whose prize was a trip to Paris, returned recently on the Champlain of the French Line. Ted Kirkmeyer of the Marlow Theatre, Helena, Mont., and Ray Bell of Loew's Theatre, Washington, D. C., are the exhibitors among the six winners, including also four patrons. They sailed early in May, receiving all-expense round trips to France, their entire trip under the personal supervision of the French Government, with whose cooperation the contest was conducted.

Missouri Meerschaum

For the engagement of "I'm From Missouri" at Warners' Paramount Theatre, Chicago, Manager Eli Arkin purchased 500 corncob pipes and distributed them to offices in the downtown district. Attached to each was a tag with a head of Burns and copy which read, "Bob Burns wants you to enjoy his Missouri Meerschaum and to remind you to see his latest comedy, 'I'm From Missouri'—It's got more kick than a mule."



Ties In With Store Opening

In advance and until after the opening, two operators working 8 hours a day sat in the window of the new Kresge store telling all Detroit "it's a wonderful world to shop in when you visit the Kresge store and it's a wonderful world when you see Jimmy Stewart and Claudette Colbert in MGM's "It's a Wonderful World." Manager Frank Perry of the United Artists promoted the stunt, with Warren Slee, MGM exploiteer, assisting.



"Chips" Screened On Lawn of Donat Home

Having heard that Ernest Donat, father of Robert Donat, was ill at his home in Bethany, Conn., Manager Harry Shaw of Loew's Poli Theatre, New Haven, Conn., and Matt Saunders arranged a screening of MGM's "Goodbye Mr. Chips" on the lawn of the Donat home. A press dinner was also held for the various newspaper editors of the division, who are shown above at the screening. That the elder Donat, and the newspapermen, received a thrill from the preview goes without saying. It was an unusual stunt, and was accorded much publicity.

Secretaries, Cashiers, Others, Should Have Qualities for a Pleasing Phone Personality

In an article in *Contact,* house organ of Wometco Theatres, Walter Klements asks the reader if he has ever wondered what the person at the other end of the telephone line looks like. Then he cites an example wherein he had conversation with an operator at a film exchange, and records the fine qualities the young lady displayed over the phone. Here they are:

Telephone Etiquette

"First—To open the conversation as she would the door to her home to a friend, and to see that it was closed just as carefully. She made it a point to keep a soft back book on her board so that dropping her receiver would not resound in her caller's ear.

"Second—She never rung the party who was being called and then started reading or doing some other work until that party had given their attention to her signal. If they were not at their desk, she got the caller's number, because she realized the shortage of trunk lines might hold up many other calls.

"Third—If a caller was insulting or rude she never let it interfere with a pleasant salutation to the next caller. If she ever really got her feelings hurt no one knew it because, like a real champion, at the sound of the next bell she came back with renewed vigor to do her job well.

Positive But Polite

"Fourth—She was as positive as she was polite, and if she said the boss was not in—that just about settled the conversation and left no doubt in the caller's mind as to her veracity. A veritable information bureau that made her the equal of any information or donation seekers that might infest the average business man's office."

There's much food for thought in this little treatise on telephone personality, and it applies to your cashier and secretary if you are a theatreman, and to your secretary and the switchboard operator if you happen to be an executive. Be sure those around your institution who contact others by telephone or are contacted in that manner, and this includes you, read this article. It may help them and yourself to develop a pleasing telephone personality if it hasn't already been developed.

Playing Card-Type Aces Dropped From Air As Stunt on "Hardys"

An ace of a stunt was promoted by Wally Caldwell, manager of Loew's Valentine, Toledo, O., for his engagement of "The Hardys Ride High."

Several thousand round-cornered cards (the exact size of playing cards) were made up with an ace and a heart in the upper left-hand and the lower right-hand corners. The lead-off copy read, "Ace High Screen Entertainment." Following the film's title, playdate, etc., there was further copy to the effect that if the holder brought the card to Loew's lobby and saw the number posted there that was on the bottom of the card he would receive a guest ticket to see the film.

The cards were thrown from an airplane which flew over important sections of the city.

Girls Aim at Hope's Face

Placing a target in the lobby with Bob Hope's face as the bull's eye, feminine patrons of the Cosmo Theatre, Chicago, were invited to shoot darts at it. Those hitting the bull's eye (Hope) were given tickets. It was all a stunt staged by Manager John Maloney to plug "Never Say Die."

Improve Your "Love Affair"

When "Love Affair" played the Capitol Theatre, Chicago, Manager Richard Barry distributed small envelopes containing powder and this message to feminine patrons: "Girls—Improve Your 'Love Affair'."

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Strollin' Thru the Studios . . .

MARJORIE REYNOLDS is playing the feminine lead in Monogram's "Mr. Wong in Chinatown", now before the cameras with BORIS KARLOFF starring. Others playing prominent roles are GRANT WITHERS, LOTUS LONG, PETER GEORGE LYNN and WILLIE FONG. WILLIAM NIGH is directing from the screenplay by SCOTT DARLING.

JANE BRYAN has been set for an important role in MGM's "These Glamour Girls," LANA TURNER-LEW AYRES feature which S. SYLVAN SIMON is directing under the production wing of SAM ZIMBALIST.

FRANKLYN WARNER'S first Cosmocolor production for Fine Arts, "Isle of Destiny", finished shooting this week with one of the strongest casts ever seen in an independent picture. Cast includes WALLACE FORD, JUNE LANG, WILLIAM GARGAN, and GILBERT ROLAND.

JANE WITHERS and the RITZ BROTHERS will be co-starred in 20th Century-Fox' "Tin Hats," scheduled to go before the cameras within the next two weeks with H. BRUCE HUMBERSTONE directing. The RITZ BROTHERS have just returned from a P. A. tour to prepare for the picture.

GENE AUTRY, No. 1 western star, goes over to Paramount on a one-picture deal for the top spot in Zane Grey's "Emperor of the West", scheduled as a special on the 1939-40 program. This will be the first outside picture for AUTRY since signing with Republic several years ago.

GORDON DOUGLAS reports back to the Hal Roach studios as assistant to ROACH on the direction of "The Housekeeper's Daughter," which is scheduled to start in about three weeks.

The next of Republic's Three Mesquiteers series, "Timberline Cowboys", will get the starting gun on June 24, with GEORGE SHERMAN directing and BILL BERKE producing. JOHN WAYNE, RAY CORRIGAN and RAYMOND HATTON continue in the featured roles.

RKO has scheduled three of its top-budget pictures for July shooting. The three are, "Hunchback of Notre Dame," "Alleghany Frontier" and "Vigil in the Night." WILLIAM DIETERLE, WILLIAM SEITER and GEORGE STEVENS will direct in the order named.

GLORIA DICKSON will join ZORINA and EDDIE ALBERT in the Warner Bros. screen translation of "On Your Toes", Broadway musical comedy hit. The adaptation of the Rodgers and Hart book goes before the cameras this week under the direction of RAY ENRIGHT.

NATE WATT left for Lone Pine to set scenes for the three-week location of "Argentina," which he directs for HARRY SHERMAN. DERWIN ABRAHAMS, assistant director, and LOUIS RACHMIL, art director, accompany him.

DENNIS O'KEEFE replaces JACK OAKIE in Universal's "Sandy Takes A Bow", now before the cameras under the direction of CHARLES LAMONT, with KEN GOLDSMITH producing. SANDY, MISCHA AUER and SHIRLEY ROSS head the cast with JOY HODGES, DONALD BRIGGS, DOROTHY ARNOLD, ANNE NAGEL and RICHARD LANE in supporting roles.

The United States Senate scenes in FRANK CAPRA'S "Mr. Smith Goes To Washington," now in production at Columbia, tops anything being filmed in Hollywood today. CAPRA'S technical advisor is JAMES D. "JIM" PRESTON, for 35 years superintendent of the United States Senate press gallery.

Work started on setting up of special ice-rink for use in SOL LESSER'S forthcoming IRENE DARE starrer, "Everything's On Ice", slated to roll on June 19. Rink was originally built for the ice review at the International Casino in New York and covers an area of 50 by 75 feet. ERLE KENTON directs the picture.

Production started last week on MGM's "Blackmail," new drama which stars EDWARD G. ROBINSON and RUTH HUSSEY. HENRY C. POTTER is the director with GIL CURLIN working as his assistant.

IDA LUPINO and ALAN MARSHALL have been signed for the romantic leads in "Adventures of Sherlock Holmes", scheduled to get under way at 20th Century-Fox shortly. BASIL RATHBONE and NIGEL BRUCE will portray the characters of Holmes and Dr. Watson. ALFRED WERKER will direct for associate producer GENE MARKEY.



Script Discussion

FRANKLYN WARNER *discussed a scene with* WILLIAM GARGAN *for his current production, "Isle of Destiny." At the right is* ARTHUR HOERL, *who wrote the screenplay for this production being filmed in Cosmocolor.* SAMUEL BERKOWITZ, *executive manager of Fine Arts, is interested spectator.*



A Couple of Debuts

Director GREGORY RATOFF *imparts final hints to* ELSA MAXWELL *and* LINDA DARNELL, *both of whom are making their acting debuts before the cameras at 20th Century-Fox in "Elsa Maxwell's Hotel For Women."* ELSA *is—well,* ELSA—*and* LINDA *is a young Dallas, Texas girl who took the Cinderalla route to a contract and leading roles overnight.*

Construction Work Completed For "Northwest Passage" Unit

With construction work completed on location sets for "Northwest Passage," unit manager JAY MARCHANT and his crew returned to the MGM lot from McCall, Idaho, to supervise final studio preparations for the departure of the troupe headed by SPENCER TRACY.

Four men remained at McCall to handle prop and wardrobe shipments being sent from Culver City by rail, as production is scheduled to begin in two weeks with KING VIDOR directing and HUNT STROMBERG producing.

TRUMAN BRADLEY has been set for a featured role, playing the leader in the Ranger band.

Third Tailspin Tommy

The third picture in the Tailspin Tommy series, "Sky Patrol," goes into production the end of this month with JOHN TRENT, MARJORIE REYNOLDS and MILBURN STONE continuing in the leading roles. Producer PAUL MALVERN is at present editing the second of the series, "Stunt Pilot." NORTON S. PARKER handled the screenplay for "Sky Patrol," which, like the first two of the series, will be released by Monogram.

"Little Pepper" Series Starts

The first of MARGARET SIDNEY LOTHROP'S "Little Pepper" series is scheduled to start production at Columbia within the next week, under the direction of JOHN BRAHM. It is "Five Little Peppers and How They Grew," and EDITH FELLOWS will play the starring role. The series should prove a great break for the girl star who has climbed up to outstanding prominence as a result of long service for her years and the display of remarkable ability.



The Candid Camera Clicks

FRANCES DEE and RALPH BELLAMY were *snapped chatting between scenes of Columbia's "Coast Guard," while the film company was on location at Santa Catalina Island.* RANDOLPH SCOTT *is also in the production which is being directed by* EDWARD LUDWIG.

Muriel Angelus Gets Lead in Para's "Light That Failed"

MURIEL ANGELUS, feminine star of the Broadway hit, "The Boys From Syracuse," received the top role in Paramount's WILLIAM A. WELLMAN production, "The Light That Failed," starring RONALD COLMAN. Recently signed to a long term contract, MISS ANGELUS will make her American screen debut in the Kipling story.

The young actress has an extensive background of screen experience obtained in England, where she also was a hit on the concert stage and in radio, before coming to this country.

Picture will go before the cameras the early part of next week when Producer-director WELLMAN takes his company to Santa Fe, New Mexico. IDA LUPINO, THOMAS MITCHELL and DUDLEY DIGGES are also in the cast.

Directorial Switches

JAMES CAGNEY'S next starring picture for Warner Bros., "The World Moves On," will be directed by RAOUL WALSH instead of ANATOLE LITVAK, who will direct "20,000 Years in Sing Sing." WALSH was scheduled to direct the Sing Sing story and LITVAK had been assigned to CAGNEY'S vehicle, but changes in production program and availability of the directors, caused the switch in assignments.

All-Dartmouth Epic

"Winter Carnival," recently completed at the Walter Wanger studio, should be listed as an "All-Dartmouth" epic. Mr. WANGER is a graduate of the college as are BUDD SCHULBERG and MAURICE RAPF, who wrote the screenplay with LESTER COLE. ROBERT ALLEN, one of the supporting players and WERNER JANSSEN, composer of the musical score, are also from Dartmouth.

Join "Hollywood Cavalcade"

ALAN CURTIS, LYNN BARI and ROBERT LOWERY have been added to the cast of "Hollywood Cavalcade," 20th Century-Fox' musical in Technicolor, starring DON AMECHE and ALICE FAYE. The film has two associate producers, HARRY JOE BROWN and MACK SENNETT with IRVING CUMMINGS directing. SENNETT will also serve as technical adviser and play himself in the picture.

Warner Bros. Will Launch Record Summer Production

Warner Bros. studio will launch a record summer production schedule with 15 features slated for the cameras between now and September 15, JACK L. WARNER vice-president in charge of production, announced this week. Supplementing these features will be a number of short subjects.

The pictures to be made during the next twelve weeks include: "Dr. Ehrlich," "The World Moves on," "20,000 Years in Sing Sing," "All This and Heaven, Too," "The Spirit of Knute Rockne," "Tombstone," "The Fighting 69th," "We Are Not Alone," "Four Wives," "The Sea Hawk," "Invisible Stripes," "And It All Came True," "The Dead End Kids at Military School," "Roller Derby" and "Torchy's Invitation to a Murder."

Sally Eilers in "Confessions"

SALLY EILERS returns to RKO to play the feminine lead opposite VICTOR MCLAGLEN in "Full Confessions." Producer ROBERT SISK expects to send the picture before the cameras within the next week under the direction of JOHN FARROW. JOSEPH CALLEIA, brilliant character actor, will play an important role.

Inaugurates Writing Course

Selecting ten gratudates from a canvas of thirty-four colleges, MGM will inaugurate a junior writing course under the direction of KENNETH MACKENNA, head of the studio story department. Story construction will be featured in this course and later provisional writing assignments will be made.

Universal Signs Newcomer

Universal has signed ANNE GWYNNE to a term acting contract, and she will make her debut in "Sandy Takes A Bow," now rolling at the studio. Miss GWYNNE comes from the Bliss-Hayden Little Theatre and has had no previous picture experience.

Hand Quicker Than Eye

CHESTER MORRIS received word this week from New York that at the annual meeting of the Society of American Magicians, he had been elected regional vice-president, proving that the hand is quicker than the eye. MORRIS is now playing in MGM's "Thunder Afloat," and is NOT making the tugboat disappear.

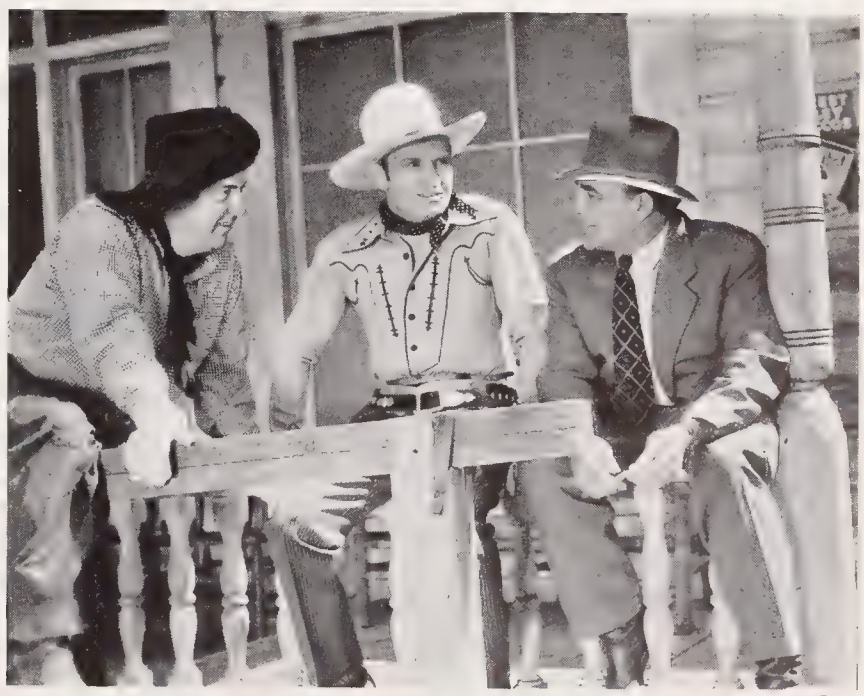
"Flight at Midnight" Set

MOE J. SIEGEL, Republic production head, has set the starting date of the long delayed "Flight at Midnight," featuring ROSCOE TURNER, for July 5 with ARMAND SCHAEFER producing. SIEGEL has just returned from a vacation in New York where he was checking on plays and new talent for the studio.

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Good Ol' Days

GENE AUTRY *(center) popular present-day cowboy star,* SMILEY BURNETTE *(left) his comical running mate, and* ELMO LINCOLN, *the original Tarzan and former serial and action hero are shown here between scenes of Republic's "Colorado Sunset" discussing "good ol' days."*



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WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Spent a very pleasant hour with FRANKLYN WARNER on the set of Fine Arts "Isle of Destiny," and received some needed information on Cosmocolor photography. Practically the entire electrical equipment on the Grand National lot has been given over to this production. Looks like MR. WARNER has something in this one.

Now that RKO have tested almost every available male in Hollywood for the lead in "Hunchback of Notre Dame," may we be bold enough to suggest one of the finest actors in the movie city, ABNER BIBERMAN. From where we're sitting, AB looks like a natural for the job.

Hollywood is sure a funny place. M. H. HOFFMAN, on the Republic Payroll for the past ten months checked off the lot this week without producing one single picture. MIKE had four stories ready, and was due to start "Highway Police Patrol" in a few days.

One of the striking sights at the Paramount convention was ROBERT M. GILLHAM, director of publicity and advertising, bending low to talk to ALEC MOSS, New York advertising boss. BOB is a good six-foot-three and ALEC a mere five-foot-three, or four, or five. Pleased to see you again, ALEC.

Ran into TEX RITTER at the preview of his latest for Monogram, "Down the Wyoming Trail," at the studio the other day, and will say that the RITTER fans will go for this one in a big way. We were only kidding when we said that TEX and PRODUCER ED FINNEY were going to change places on the next one, but still think ED has more sex appeal.

Wish the lads at the studios would stop changing titles on us so often. Every time we get a story or two set, and announce the name of a picture, they seem to "gang" up and switch it to something else. We've had exactly sixteen changes in the past two weeks . . . a new high, or something.

After watching JACK BENNY kiss the ladies in "Man About Town," we are beginning to feel sorry for MARY . . . and suggest that he take a few lessons from his old pal LAVERN.

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning June 17)

ASTOR—Prophet Without Honor (MGM) rev. 6-17-39.
CAPITOL—Bear That Couldn't Sleep (MGM) Colorful Curacao (MGM).
CRITERION—Music Box (MGM) reissue; Circus Co-Ed (Para.) rev. 3-4-39.
PARAMOUNT—Ghosts Is The Bunk (Para.); Death Valley Thrills (Para.); Popular Science No. 5 (Para.) rev. 6-3-39.
RADIO CITY MUSIC HALL—Sons of Liberty (Vita.) rev. 3-25-39.
RIVOLI—Guatemala (Para.) rev. 8-27-38; Goofy and Wilbur (RKO).
ROXY—The Prize Guest (20th-Fox); Good Neighbors (20th-Fox).
STRAND—For Your Convenience (Vita.); Hobo Gadget Band (Vita.).

CHICAGO LOOP

(Week Ending June 17)

APOLLO—Leith Stevens & Orchestra (Vita.); Rural Hungary (MGM) rev. 6-17-39.
GARRICK—Popular Science No. 5 (Para.) rev. 6-3-39; Naughty But Mice (Vita.).
ROOSEVELT—Larry Clinton & Orchestra (Vita.); Wotta Nightmare (Para.).

Three Scout Troops Take Over Theatre In March of Time Drive

In his campaign for the March of Time subject centered around the activities of the Boy Scouts, Manager Louis Morenbloom of the Hippodrome Theatre, Corbin, Ky., arranged to have the three Scout troops in the town take over the house for an entire day.

The first phase of the promotion was a parade at noon hour to all the public schools, headed by the Scout's own bugle corps, and announcing that Schine's Hippodrome had given them charge of the theatre.

Manager Morenbloom appointed from the Scouts a manager, assistant manager and twelve ushers as well as a doorman. One troop was stationed in the lobby along with flag decorations and facts on placards about the Scout management.

IN THE SHORT SHOPS

Columbia

Edward Ullman, Del Lord and Clyde Bruckman each will prepare the screenplay for a two-reel comedy to star the Three Stooges, now making a personal appearance tour in the British Isles. The Ullman and Lord scripts will be directed by Lord and co-produced by the latter and Hugh McCollum. The Bruckman story will be directed and produced by Jules White.

As soon as he completes his Stooges assignment, Edward Ullman will write an original story for Andy Clyde. To present the veteran comic as coach of a girls' swimming team, the picture will be directed by Del Lord and co-produced by Lord and Hugh McCollum. Another Clyde two-reeler, now in the preliminary writing stage, is being prepared by Ewart Adamson. Jules White will both produce and direct.

Hugh McCollum, who produces the popular Community Sings, is lining up a number of intriguing themes and hit songs for the ten one-reel tunefests he is to make this year. The first of the new Sings, as announced, will feature college songs. The second will present a medley of the world-beloved songs of Carrie Jacobs Bond. The numbers will include Miss Bond's immortal "The End of a Perfect Day," and "I Love You Truly," and three more almost as equally well known: "Wearyin' For You," "Were I" and "Pink Rose." Production of these first two Sings on the 1939-40 schedule is expected to begin early next month.

"Old Glory", All-Cartoon Patriotic Short, Completed

"Old Glory," first all-cartoon patriotic short ever made, was completed last week by Leon Schlesinger, after nine weeks of rush work, compared with the usual 10 months required for cartoons of this nature.

Picture is a full reel and will be released by Warner Bros. on July 4.

July 10 has been set as the starting day for "The Story of Elias Howe," the first of Columbia's new "Fools Who Made History" series, with the Howe featurette to be followed immediately by one showing the epoch-making achievement of Charles Goodyear. The Goodyear story deals with the invention of the vulcanization process that first brought rubber into general use. The invention was in 1830 and he died in 1860. (Note: There is no connection with the Goodyear company. They are merely using the name). Jan Leman, who is writing the "Fools Who Made History" series, will also direct these one-reel productions. Columbia is to make six during the forthcoming season, and Hugh McCollum will supervise production.

MGM

Robert Benchley's latest single-reeler, tentatively titled "Bee-Sting," got under way this week with Basil Wrangel directing. E. J. Babille is assistant director. Walter Lundeen handles the camera and Dick Evans is script clerk. Jack Chertok produces.

Pete Smith's new specialty started this week. Pete's short, "Here's Your Cue," deals with an explanation and exhibition of fine billiards by billiard-master Charles C. Peterson. Felix E. Feist is directing, with Sid Sidman as his assistant.

Vitaphone

Maxwell Everett Rosenbloom, the happy slapper of the ring, will have "Speed to Burn" as his next vehicle in the new series of featurettes built around him. His first is "Slapsie Maxie's," named after him and the night club he operates for the edification of Hollywood chuckle-collectors.

RKO-Radio Completes Schedule Of Short Subjects for '38-39

The schedule of twenty-four two-reel comedies on the 1938-39 program of the shorts division of RKO Radio Pictures were completed this week by Bert Gilroy, head of the comedy production unit preparatory to clearing the stages for the company's new season's product to be announced at the International Sales Convention being held at the Westchester Country Club, New York, June 19 to 22. The entire output, according to Gilroy, was as carefully prepared and executed as were the feature films produced by the company.

The 1938-39 schedule just completed included six Leon Errol comedies, featuring the former star of the Ziegfeld Follies; six Edgar Kennedy "average man" pictures, featuring the popular "slow burn" funster; four singing cowboy pictures, starring Ray Whitley; four Radio Headliners and four Radio Flashes.

NEWSREEL SYNOPSES

(Released Saturday, June 17)

PARAMOUNT (No. 91)—Roosevelt speaks to West Point graduates; Glider flight over Lake Michigan; Summer skiing at Mt. Hood, Ore.; Norwegian royalty view scenic wonders at Glacier Park, Mont.; England and Japan at grips over China; Refugees on S. S. Flandre hope for admittance to Cuba; Cavalcade of baseball at Cooperstown, N. Y.; Byron Nelson wins national open golf crown.

MOVIETONE (Vol. 21, No. 80)—Roosevelt speaks to West Point graduates; Italian troops leave Spain; Gambling ship at Santa Monica, Calif.; Factory prepares for Flag Day; Rodeo at Livermore, Calif.; Twin convention at Birmingham, Ala.; Emperor of Amman visits France; Duchess of Kent appears at charity festival; President of Nicaragua visits movie studios; Lew Lehr and firemen; Cavalcade of baseball at Cooperstown, N. Y.; U. S. retains polo cup.

NEWS OF THE DAY (Vol. 10, No. 280)—Roosevelt speaks to West Point graduates; Duchess of Kent appears at charity festival; Snow-blocked road opened in Rockies; Rodeo at Livermore, Calif.; Rose festival at Portland, Ore.; Hollywood fetes Judy Garland on 16th birthday; Cavalcade of baseball at Cooperstown, N. Y.; U. S. retains polo cup.

PATHE (Vol. 10, No. 95)—Roosevelt speaks to West Point graduates; Cavalcade of baseball at Cooperstown, N. Y.; Nation opens war on slum districts; Skeet shooting in Washington; Grand Coulee Dam nears completion; Greyhound title racing in Australia; London firefighters go on review.

UNIVERSAL (Vol. 11, No. 780)—Roosevelt speaks to West Point graduates; Police demonstration at Shanghai; Italian troops leave Spain; Mexican flier buried at Mexico City; Gambling ship at Santa Monica, Calif.; Twin convention at Birmingham, Ala.; Cavalcade of baseball at Cooperstown, N. Y.; Rodeo at Livermore, Calif.; U. S. retains polo cup; Archbishop Schrembs honored at Cleveland (Cleveland only); Cow statue dedicated at Minneapolis (Minneapolis only).

(Released Wednesday, June 14)

PARAMOUNT (No. 90)—British submarine Thetis sinks near Liverpool; Pictorial record of visit of King George and Queen Elizabeth to the United States.

NEWS OF THE DAY (Vol. 10, No. 277)—Pictorial record of visit of King George and Queen Elizabeth to the United States; Britain stunned as 99 perish in Thetis submarine disaster; 75,000 Clevelanders pay tribute to Archbishop Schrembs (Cincinnati and Cleveland only); Battle for U. S. open golf title most sensational in history; Diving champs in pre-Olympic tryouts at swanky Santa Barbara pool.

MOVIETONE (Vol. 21, No. 79)—Millions cheer King George and Queen Elizabeth (pictorial scenes of their complete U. S. trip); 99 men die aboard British submarine Thetis in sea tragedy; National open golf meet at Philadelphia; Diving champs in pre-Olympic tryouts at swanky Santa Barbara pool.

PATHE (Vol. 10, No. 94)—King and Queen hailed by New York; 99 lost as salvage of Thetis fails; Japan builds trade in Mongolia; Pilgrims honor St. Joan of Arc; Divers at Santa Barbara pool point for 1940 Olympics; National open golf meet at Philadelphia.

UNIVERSAL (Vol. 11, No. 779)—King and Queen on tour of United States; Submarine death stirs Britain; Riots greet Mexican flyer's casket; 250,000 see big floral fete at Portland, Ore.; Nelson wins U. S. open golf title; Olympic divers display form at Santa Barbara pool.

Short Subject Reviews

RURAL HUNGARY

Prod. No. T-860 *(Tech.)* *Good*

MGM Traveltalk No. 10 9 mins.

Comment: The quaint habits and customs of the rural Hungarian residents are shown in this colorful traveltalk. How they play, the costumes they wear for Sunday worship, the daily labors in the field, the raising of horses pass in review. James Fitzpatrick's narrative helps vivify the various scenes.

Exploitation: Steamship companies are advertising cruises, some of which may include Hungary. Visit your local travel agency and arrange tieups.

A BULLY ROMANCE

Prod. No. 9515 *Just Filler*

20th-Fox Terrytoon No. 25 7 mins.

Comment: Gandy Goose tells his friend how he won a fair senorita's hand in Old Mexico by fighting the bull. Then the camera records his story as the animators have planned it, with Gandy getting the worst of it until he suddenly turns the tables and makes the bull look like a piker. The cartoon has a "Major Hoople" ending in that Gandy, on completing his story, disappears at the sight of a bull. It's a fair cartoon, something to take up that 7-minute slack in your program. Paul Terry was the producer.

Exploitation: Mention it in your ads and in your programs.

COUSIN WILBUR

Prod. No. C-939 *Fairly Amusing*

MGM Our Gang No. 9 10 mins.

Comment: Alfalfa's cousin Wilbur seeks to join the gang, and noting the scarcity of members, advises Alf and Spanky to make a benevolent society out of it and pay insurance to members. This the gang does, with two cents offered for one black eye, three cents for two shiners, etc. They prosper, until Toughy blacks all the members' eyes, thus causing a rush on the treasury. But little Wilbur, who isn't such a sissy after all, subdues Toughy and his henchman, and all is well again. An occasional funny spot makes this subject fairly amusing. George Sidney directed.

Exploitation: Mention in your regular advertising media.

SCREEN SNAPSHOTS NO. 10

Prod. No. 9860 *For Rabid Fans*

Col. Screen Snapshots 10 mins.

Comment: Mrs. Basil Rathbone gives a charity party, and everybody in Hollywood with the exception of Mickey Mouse attends the affair. Over a hundred celebrities pass before the camera's lens as they enter the tent where the party is held. Dick Powell, Joan Blondell, Rudy Vallee, Dolores Del Rio, Cary Grant, Phyllis Brooks, David O. Selznick, Irene Dunne, Robert Riskin, Joan Bennett, Jack Benny, Bob Hope and Hedy Lamarr (listen to the sighs) are only a few of the Hollywood film folk who take part in the festivities. Your patrons will enjoy it, but rabid fans will eat it up because of the opportunity to see so many stars in off-screen moments.

Exploitation: Because there is such an imposing list of celebrities, be sure to list their names on your lobby board and in your program. Mention the subject in your regular advertising media. If there are any fan clubs in your town, inform them of your showing.

PROPHET WITHOUT HONOR

Prod. No. M-879 *Excellent*

MGM Miniature No. 9 11 mins.

Comment: Little known to most people is the important part played in navigation by Matthew Fontaine Maury who, while a young naval officer, was injured for life in an accident. This Miniature shows how, accidentally, he stumbled on weather observations of several years before that corresponded to the ones he had made. From these he made his own chart of the laws of navigation, and although his ideas were at first spurned, today they are used by the United States Navy. It is an excellent subject, and capably narrated by Carey Wilson. Felix Feist directed.

Exploitation: Several good selling angles are contained in an article on the exploitation of this subject, which appeared in the issue of June 3, page 40.

ROMANTIC TUNES

Prod. No. 9660 *Excellent*

Col. Community Sing No. 10 10 mins.

Comment: The King Sisters and Danny Webb render in hot and swingy fashion some outstanding favorites among romantic tunes, with audience invited to sing along with them. "All I Do Is Dream of You," "Among My Souvenirs," "I'll See You In My Dreams," "Thanks for the Memory" and "There's a Rainbow Round My Shoulder" are the selections vocalized. Since these tunes are so well known, your showing of the reel will be a grand song fest. Del Lord directed under associate producer Hugh McCollum.

Exploitation: Arrange a newspaper contest wherein readers are invited to send in their list of their favorite romantic tunes. If at least four of their selections are those in the reel, give them guest tickets. Tie up with music shops.

JOCKEYS UP

Prod. No. 9807 *Excellent*

Col. Sport Thrills No. 7 9½ mins.

Comment: The men in the saddle and their trainers are the subjects of this sports reel. How jockeys condition themselves, how they live, and other intimate scenes make "Jockeys Up" a reel that everyone will enjoy. Several notable riders are introduced. Ford Bond is the narrator.

Exploitation: Mention it in your regular advertising. Tie up with sporting goods shops on riding toggery. If there is a former jockey, or those who now make their living in that way, in your community, invite them to tell of their experiences for special features on the sports page of the local newspaper.

POLAR PALS

Prod. No. 4813 *Fair*

Vita. Looney Tune No. 13 7 mins.

Comment: This cartoon is only mildly amusing. Porky is up at the North Pole where he consorts with all the polar animals. A trapper comes along and Porky and his animal pals rout him with some unusual weapons. The gags are rather far-fetched and the subject can be rated no better than fair. Leon Schlesinger produced. Best to play it during the hot weather.

Exploitation: Give the subject a plug in your lobby, programs and newspaper ads.

MAN-MADE ISLAND

Prod. No. 9554 *Interesting*

Col. Columbia Tour No. 4 9½ mins.

Comment: Man's achievement as manifested in Treasure Island, site of the San Francisco World's Fair, is revealed in this interesting reel. Almost everything the tourist will see when he visits the Golden Gate exposition is photographed and described. But those puns by narrator Gayne Whitman —goodness! Hugh McCollum was associate producer.

Exploitation: Tell your patrons they can get an advance peek at the San Francisco Fair by seeing this. Contact travel bureaus for tieups.

HAUNTED HOUSE

Prod. No. 4310 *Exciting*

Vita. True Adventure No. 10 12 mins.

Comment: Following the usual pattern of this series, Gibbons tells and the action shows how two little girls take refuge from a storm in a house reputedly haunted. There are no ghosts but there is an escaped convict present who ties up the children, gags them and locks them in a cellar. During the awful night they cry for help in vain but morning brings the state troopers with bloodhounds and their resultant rescue. It's an exciting, dramatic subject worthy of a place on any program where this type is needed. Joseph Henaberry directed.

Exploitation: You might start a haunted house gag in your own town. Tie up with the Colgate-Palmolive-Peet broadcasts on which Floyd Gibbons tells of other true adventures.

BROADWAY BUCKAROO

Prod. No. 4028 *Okay*

Vita. Broadway Brevity No. 28 20 mins.

Comment: "Red" Skelton, famous doughnut dunker is in this one and once again performs his well known act. He inherits some money but only on condition that he retires to a ranch and live on it. Obviously, he turns his night club into a dude ranch and this serves as the setting for a bunch of vaudeville acts. To the vaudeville starved public, this subject will be quite acceptable and those who like Skelton will be well pleased too. Lloyd French directed.

Exploitation: Stage a dunking contest in your lobby. Give Skelton a plug in your programs and newspaper ads.

TECHNIQUE OF TENNIS

Prod. No. 9808 *Satisfactory*

Col. Sport Thrills No. 8 10 mins.

Comment: A class in tennis is given by Lloyd Budge, Don's brother and one of the world's greatest tennis teachers. Using lovely girls as examples, he illustrates the proper swing, the grip, the forehand, the backhand, the serve, footwork, timing, after which he goes in for a few exhibitions of his own. For sport fans, especially tennis players, this is interesting and revealing; but those who do not indulge will find it just a little tedious. Ford Bond does the narration.

Exploitation: Invite local tennis teams to a special screening. Perhaps you can get an expert to appear on the stage and give some of his own illustrations of tennis technique in conjunction with your showing. Tie up with sporting goods stores for cooperative window displays.

WEEKLY STUDIO CHECK-UP

Any pictures on which Advance Dope have been published are marked by asterisk (*). See booking guide for dates of publication.

[This Week: In Production—58; Being Edited—73]
[Last Week: In Production—55; Being Edited—72]

COLUMBIA

Being Edited

WESTERN CARAVANS* (W)
MISSING DAUGHTERS*
GOOD GIRLS GO TO PARIS*
MAN FROM SUNDOWN (W)*
PARENTS ON TRIAL
MOUNTED POLICE No. 2
Charles Starrett, Iris Meredith. Directed by C. C. Coleman, Jr.

A WOMAN IS A JUDGE
Frieda Inescort, Rochelle Hudson. Directed by Nick Grinde.

ESCAPE FROM ALCATRAZ
Brian Donlevy, Jacqueline Wells. Directed by Hans Schwartz

In Production (1938-39)

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

COAST GUARD
Randolph Scott, Ralph Bellamy. Directed by Edward Ludwig.

BLONDIE TAKES A VACATION
Arthur Lake, Penny Singleton. Directed by Frank Strayer

CRIMINAL AT LARGE
Jack Holt, Patricia Ellis. Directed by Lewis Collins. Produced by Larry Damour.

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

LADY TAKES A CHANCE*
MIRACLE OF MAIN STREET
with Margo, Walter Abel, Lyle Talbot. Directed by Steve Sekely.

In Production

ISLE OF DESTINY*

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

ANDY HARDY GETS SPRING FEVER*
ON BORROWED TIME*
STRONGER THAN DESIRE*

Being Edited (1939-40)

WIZARD OF OZ (Tech.)*
BABES IN ARMS*
BLACKMAIL
Edward G. Robinson, Guinn Williams. Directed by H. C. Potter.

MIRACLES FOR SALE
Florence Rice, Robert Young, Henry Hull. Directed by Tod Browning.

In Production (1938-39)

LADY OF THE TROPICS

In Production (1939-40)

THE WOMEN*
GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

BALALAIKA
Nelson Eddy, Ilona Massey. Directed by Reinhold Schunzel.

THUNDER AFLOAT
Wallace Beery, Robert Young. Directed by George Seitz.

A DAY AT THE CIRCUS
Marx Brothers and Florence Rice. Directed by Eddie Buzzell.

NINOTCHKA
Greta Garbo, Melvyn Douglas. Directed by Ernest Lubitsch.

THESE GLAMOUR GIRLS
Lew Ayres, Anita Louise, Lana Turner, Jane Bryan. Directed by S. Sylvan Simon.

MONOGRAM

Being Edited

STUNT PILOT*

In Production

ROLL, WAGONS, ROLL
Tex Ritter. Directed by Al Herman.

MR. WONG IN CHINATOWN
Boris Karloff, Marjorie Reynolds. Directed by Bill Nigh.

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*
MAGNIFICENT FRAUD*
BULLDOG DRUMMOND'S BRIDE*
ISLAND OF LOST MEN*
MILLION DOLLAR LEGS*

Being Edited (1939-40)

NIGHT WORK*
GERONIMO*
BEAU GESTE*
WHAT A LIFE*
CAT AND THE CANARY*
DOUBLE DYED DECEIVER*
DISPUTED PASSAGE*
HAPPY ENDING
Pat O'Brien, Olympe Bradna. Directed by Lewis Milestone.

LAWFUL OUTLAWS (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman

In Production (1939-40)

THE STAR MAKER*
RULER OF THE SEAS*
OUR LEADING CITIZEN
Bob Burns, Susan Hayward. Directed by Alfred Santell.

GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

ARE HUSBANDS NECESSARY
Fred MacMurray, Madeleine Carroll. Directed by Edward H. Griffth.

WORLD ON PARADE
William Henry, Judith Barrett. Directed by Edward Dmytryk.

THOUSAND DOLLARS A TOUCHDOWN
Joe E. Brown, Martha Raye. Directed by James Hogan.

In England

FRENCH WITHOUT TEARS
Ray Milland, Ellen Drew. Directed by Anthony Asquith. Produced by Mario Zambi.

RKO-RADIO

Being Edited

BACHELOR MOTHER*
CAREER*
WAY DOWN SOUTH*
BAD LANDS*
SPELL BINDER*
TIMBER STAMPEDE (W)*

In England

SAINT IN LONDON
George Sanders, Sally Grey. Directed by John Paddy Carstairs.

In Production

MEMORY OF LOVE*
NURSE EDITH CAVELL*
MY FIFTH AVENUE GIRL
Ginger Rogers, Tim Holt. Directed by Gregory La Cava.

FULL CONFESSIONS
Victor McLaglen, Sally Eilers. Directed by John Farrow.

DAY THE BOOKIES WEPT
Joe Penner, Barbara Reed. Directed by Les Goodwins.

REPUBLIC

Being Edited

IN OLD CALIENTE*
MICKEY, THE KID*
SHE MARRIED A COP*

In Production

WYOMING OUTLAW (W)*
COLORADO SUNSET (W)
Gene Autry, Smiley Burnett. Directed by George Sherman.

SHOULD HUSBANDS WORK?
James, Lucille and Russell Gleason. Directed by Gus Meins.

20th CENTURY-FOX

Being Edited (1938-39)

SUSANNAH OF THE MOUNTIES*
NEWS IS MADE AT NIGHT*
SECOND FIDDLE*

Being Edited (1939-40)

STANLEY AND LIVINGSTONE*
QUICK MILLIONS*
ESCAPE*
CHARLIE CHAN AT TREASURE ISLAND*
HOTEL FOR WOMEN*
FRONTIER MARSHALL
Randolph Scott, Binnie Barnes.

CHICKEN WAGON FAMILY
Jane Withers, Leo Carillo. Directed by Herbert I. Leeds.

HARMONY AT HOME
Jean Rogers, Robert Kellard. Directed by Otto Brower.

In Production (1939-40)

THE RAINS CAME*
HOLLYWOOD CAVALCADE*
HERE I AM A STRANGER
Richard Greene, Nancy Kelly, Richard Dix. Directed by William Seiter.

ADVENTURES OF SHERLOCK HOLMES
Basil Rathbone, Nigel Bruce. Directed by Alfred Werker.

HEAVEN WITH A BARBED WIRE FENCE
Glenn Ford, Jean Rogers. Directed by Ricardo Cortez.

In England

SHIPYARD SALLY
Gracie Fields, Sydney Howard. Directed by Monty Banks.

UNITED ARTISTS

Being Edited

MAN IN THE IRON MASK*
WINTER CARNIVAL*
MUSIC SCHOOL*

In England

OVER THE MOON
Merle Oberon, Rex Harrison. Directed by Thornton Freeland. Produced by Alexander Korda.

In Production

REAL GLORY*
A CHUMP AT OXFORD
Stan Laurel, Oliver Hardy. Directed by Alfred Goulding. Produced by Hal Roach.

INTERMEZZO
Leslie Howard, Ingrid Bergman, Edna Best, Ann Todd. Directed by Gregory Ratoff. Produced by David O. Selznick.

In England

THIEF OF BAGDAD
Sabu, Conrad Veidt, June Duprez. Directed by Ludwig Berger. Produced by Alexander Korda.

UNIVERSAL

Being Edited (1938-39)

THEY ASKED FOR IT*

Being Edited (1939-40)

MUTINY ON THE BLACK HAWK*

In Production (1938-39)

FORGOTTEN WOMAN*
MODERN CINDERELLA
Irene Dunne, Charles Boyer. Produced and directed by John M. Stahl.

I STOLE A MILLION
George Raft, Claire Trevor. Directed by Frank Tuttle.

In Production (1939-40)

OLD GRAD*
THE UNDERPUP*
BRIGHT VICTORY*
DESPERATE TRAILS
John Mack Brown, Bob Baker, Fuzzy Knight. Produced and directed by Albert Ray.

SANDY TAKES A BOW
Sandy, Mischa Auer, Shirley Ross. Directed by Charles Lamont.

WARNER BROTHERS

Being Edited (1938-39)

NAUGHTY BUT NICE*
HELL'S KITCHEN*
INDIANAPOLIS SPEEDWAY*
EACH DAWN I DIE*
STEEPLECHASE*
WATERFRONT*
COWBOY QUARTERBACK*
HOBBY FAMILY*

Being Edited (1939-40)

OLD MAID*
ANGELS WASH THEIR FACES*
NO PLACE TO GO*
ENEMY AGENT*
A CHILD IS BORN*
NANCY DREW AND THE HIDDEN STAIRCASE*

In Production (1939-40)

PLAYING WITH DYNAMITE
DUST BE MY DESTINY*
LADY AND THE KNIGHT*
CAREER MAN*

RETURN OF DR. X
Lya Lys, Wayne Morris, Humphrey Bogart, Rosemary Lane. Directed by Vincent Sherman

KID NIGHTINGALE
John Payne. Directed by George Amy.

ON YOUR TOES
Zorina, Eddie Albert. Directed by Ray Enright.

DEAD END KIDS AT MILITARY SCHOOL
Dead End Kids, Cissie Loftus, John Litel. Directed by William Clemens.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Everything is Rhythm (Mu)		Harry Roy & Band		2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien			Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan			Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon			Reissued
Monster Walks (My-D)	60	Mischa Auer			Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess			Reissued
Rain (D)	85	J. Crawford-W. Huston			Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister			Reissued
Sky Devils (C-D)	88	Spencer Tracy			Reissued
Street Scene (D)	79	Sylvia Sidney			Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire			Reissued
Tombstone Canyon (W)	67	Bob Burns			Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff			Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued

COLUMBIA

1937-38

Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation		Penny Singleton-Arthur Lake		7/20/39	In Prod.
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Clouds Over Europe	79	Olivier-Hobson-Richardson		6/20/39	Coming
Coast Guard		Scott-Bellamy-Dee		7/31/39	In Prod.
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
Escape From Alcatraz		Brian Donlevy- Jacqueline Wells		7/27/39	In Prod.
Criminal at Large		Jack Holt-Patricia Ellis			In Prod.
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W)	54	Bill Elliott-Luana de Alcaniz (Former title, "California Cavalcade")		1/19/39	a11/19/38
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris (D)		Joan Blondell-Melvyn Douglas		6/30/39	a5/27/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael			b5/27/39
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Man From Sundown (W)		Chas. Starrett-Iris Meredith		7/15/39	a6/3/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
Mounted Police No. 2		Chas. Starrett-Iris Meredith			In Prod.
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)	64	Chas. Starrett-Linda Winters (Former title, "Mounted Police")		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Parents on Trial (D)		Jean Parker-Johnny Downs		6/29/39	a6/3/39
Rio Grande (W)	59	Chas. Starrett-Ann Doran (Former title, "North of Texas")		12/8/38	a10/1/38
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39	b4/29/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith (Former title, "The Oklahoma Trail")		4/27/39	a3/18/39
Strange Case of Dr. Meade (D)	65	Jack Holt-Beverly Roberts (Reviewed as "Outside the Law")	(F)	12/15/38	b10/29/38
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)		Chas. Starrett-Iris Meredith (Former title, "Arizona Cowboy")		6/15/39	a5/6/39
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge		Otto Kruger-Rochelle Hudson		7/10/39	In Prod.
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

1939-40

Mr. Smith Goes to Washington		Jean Arthur-James Stewart			In Prod.

GAUMONT BRITISH 1938-39 (Dist. by 20th-Fox)

Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D)	78	Tauber-Duna (Reviewed as "A Clown Must Laugh")	(A)		b10/15/38
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D)	72	Lodge-Lockwood (Reviewed as "Illegal Holiday")	(A)	7/1/38	b2/12/38
Te the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38
Ware Case		Clive Brook-Jane Baxter			In Prod.

GRAND NATIONAL 1937-38

Dangerous Secrets (D)	70	P. Lukas-L. Travers (Reviewed as "Brief Ecstasy")	(A)	8/19/38	b8/28/37
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/3/38

GRAND NATIONAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F)	11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull		1/20/39	a12/31/38
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	5/27/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F)	10/21/38	b9/17/38
Isle of Destiny (D)		Ford-Lang-Gargan			a6/10/39
Lady Takes a Chance (D) (Former title, "Everything Happens to Ann")		Heather Angel-John King			a3/4/39
Long Shot (D)	69	Marsha Hunt	(F)	1/6/39	b12/31/38
Miracle on Main Street		Margo- W. Abel-L. Talbot			In Prod.
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	5/20/39	b2/25/39
Renfrew Saves a Lady		James Newell		2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F)	1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F)	10/14/38	b9/17/38
Singing Cowgirl (Former Title "Lady Buckaroo")	57	Dorothy Page-David O'Brien		5/31/39	a11/19/38
Six-Gun Rhythm (W)	57	Tex Fletcher-Joan Barclay	(F)	5/13/39	b2/18/39
Sunset Murder Case (D) (Former title, "Murder on Sunset Boulevard")	57	Sally Rand			a8/20/38
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F)	10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F)	1/13/39	b1/14/39
Water Rustlers (W) (Former title, "The Last Barrier")	56	Dorothy Page-David O'Brien		1/6/39	a11/19/38

MGM

1937-38

Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38

1938-39

Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (D)		Mickey Rooney-Lewis Stone		7/21/39	a4/29/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C-D)	67	Reb't Young-Billie Burke	(F)	5/26/39	b5/27/39
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10/38
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)		b5/20/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)		Hedy Lamarr-Rob't Taylor			a5/27/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Rob't Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale		Florence Rice-Robert Young		7/28/39	In Prod.
On Borrowed Time (D)		Lionel Barrymore-Beulah Bondi		7/7/39	a4/29/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Stronger Than Desire (D)		Virginia Bruce-Walter Pidgeon		6/30/39	a5/27/39
Sweethearts (Mu)	110	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
They All Come Out (D)		Rita Johnson-Tom Neal		7/14/39	In Prod.
Three Loves Has Nancy (C)	67	Montgomery-Gaynor-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-D)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

1939-40

Babes in Arms (D)	Mickey Rooney-Judy Garland			a6/10/39
Balalaika	Nelson Eddy-Ilona Massey			In Prod.
Blackmail	E. G. Robinson-Guinn Williams			In Prod.
Day at the Circus	Marx Bros.-Florence Rice			In Prod.
Gone With the Wind	Gable-Leigh-Howard (Tech.)			In Prod.
Ninotchka	Greta Garbo-Melvyn Douglas			In Prod.
These Glamor Girls	Lew Ayres-Lana Turner			In Prod.
Thunder Afloat	Wallace Beery-Robert Young			In Prod.
Wizard of Oz (Tech.)	Judy Garland-Frank Morgan			a11/12/38
Women, The (D)	Shearer-Crawford-Russell			a5/27/39

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Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38

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Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Drifting Westward (W) (Former title, "Santa Fe Bound")		Jack Randall-Ethel Duran		1/25/39	a1/7/39
Down the Wyoming Trail (D)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mr. Wong in Chinatown		Boris Karloff-Marjorie Reynolds			In Prod.
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Roll, Wagons, Roll		Tex Ritter		6/29/39	In Prod.
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (Former title "Girl from Nowhere")		Anne Nagel-Warren Hull		6/16/39	a5/6/39
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39

(Continued on Next Page)

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)		John Trent-Marjorie Reynolds		6/29/39	a6/3/39
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D)	65	James Stephenson-Betty Lynne (Reviewed as "Dangerous Fingers")	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38

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Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester (Reviewed as "Vessel of Wrath")	(A)	3/10/39	b3/12/38
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (D)		John Howard-Heather Angel (Former title, "Mr. & Mrs. Bulldog Drummond")		6/30/39	a3/25/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men		Anna May Wong-A. Quinn		7/28/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		7/14/39	a4/8/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"One third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W)		Bill Boyd (Former title, "Arizona Bracelets")		8/4/39	a11/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker (Mu-C)		Bing Crosby-Louise Campbell		8/25/39	a5/6/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

1939-40

Are Husbands Necessary?	F. MacMurray-Madeleine Carroll			In Prod.
Beau Geste (D)	Gary Cooper-Ray Milland			a3/4/39
Cat and the Canary (My-D)	Bob Hope-Paulette Goddard			a4/22/39
Disputed Passage (D)	Dorothy Lamour-Akim Tamiroff			a5/13/39
Double-Dyed Deceiver (D)	Tito Guizar-June Clayton			a5/27/39
Geronimo (D)	Preston Foster-Ellen Drew			a4/8/38
Gulliver's Travels	Tech. Cartoon Feature			In Prod.
Happy Ending	Pat O'Brien-Olympe Bradna			In Prod.
Jamaica Inn (Cos-D)	110 Chas. Laughton	(F)		b5/27/39
Night Work (C)	Mary Boland-Charlie Ruggles			a5/20/39
Our Leading Citizen	Bob Burns-Susan Hayward			In Prod.
Range War (W)	Wm. Boyd-Geo. Hayes			a6/10/39
Ruler of the Seas (D)	Fairbanks, Jr.—Lockwood			a5/20/39
St. Martin's Lane (D)	80 Laughton-Leigh	(F)		b7/9/38
Thousand Dollars a Touchdown	Joe E. Brown-Martha Raye			In Prod.
What a Life (C)	Jackie Cooper-Betty Field			a4/8/39
World On Parade	William Henry-Judith Barrett			In Prod.

R.K.O.-RADIO 1937-38

Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

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Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/18/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Bachelor Mother (D)		Ginger Rogers-David Niven (Former title, "Little Mother")		8/4/39	a3/25/39
Bad Lands (D)		N. Beery, Jr.-G. Williams		8/11/39	a6/3/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/38
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)		Alice Eden-John Archer		7/7/39	a5/6/39
Day the Bookies Wept		Joe Penner-Barbara Reed			In Prod.
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39

R.K.O.-RADIO (Continued) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/38
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Full Confessions		Victor McLaglen-Sally Eilers			In Prod.
Girl and the Gambler (C)	62	Stem Duna-Lee Carillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Lost Squadron (D)	79	Joel M'Crea-Richard Dix	(F)	7/14/39	Reissue
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Memory of Love (D)		Lombard-Grant-Francis			a5/13/39
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
My Fifth Avenue Girl		Ginger Rogers-Tim Holt			In Prod.
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Nurse Edith Cavell (D)		Anna Neagle-George Sanders			a6/3/39
Of Human Bondage (D)	79	Leslie Howard-Bette Davis	(A)	7/14/39	Reissue
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint in London		Geo. Sanders-Sally Grey		6/30/39	In Prod.
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech)	(F)		b10/29/38
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	4/29/39
Spell Binder (D)		Lee Tracy-Barbara Reed		7/28/39	a6/3/39
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/38	b3/25/39
Timber Stampede (W)		George O'Brien		6/30/39	a6/3/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/38
Way Down South (Mu-D)		Bob Breen		7/21/39	a5/13/39

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Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desperate Adventure (D)	65	R. Novarre-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b8/3/38
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/38
Colorado Sunset		G. Autry-Smiley Burnette			In Prod.
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/38
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/38
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b
In Old Caliente (W)		Roy Rogers-Mary Hart		6/19/39	a5/13/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/38
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/11/39
Mickey, the Kid (D)		Byrd-Cabot-Ryan		6/26/39	a5/13/39
Mountain Rhythm (W)		Gene Autry-Smiley Burnette		6/9/39	a5/6/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/16/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	a11/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
She Married a Cop (D)		Phil Regan-Jean Parker (Former title, "Laughing Irish Hearts")			a6/3/39
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
Should Husbands Work?		The Gleasons			In Prod.
SOS—Tidal Wave D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/11/39
Wyoming Outlaw (W)		3 Mesquiteers			a6/3/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger		5/27/39	b5/27/39

TWENTIETH CENTURY-FOX 1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/38
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Gorilla (C)	65	Ritz Bros.-Anita Louise	(F)	5/26/39	b5/27/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
So This Is London (C)	70	Drayton-Hare (Reviewed as "Paddy Darling")	(A)		b2/4/39

20TH CENT.-FOX (Cont.) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)		Shirley Temple-Randolph Scott		7/28/39	a3/11/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D) (Reviewed as "Meridian 7-1212")	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
White Lady of the Orient (D) (Former title, "By the Dawn's Early Light")		Alice Faye-Warner Baxter		7/7/39	a8/13/38
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

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Adventures of Sherlock Holmes	Basil Rathbone-Nigel Bruce		In Prod.
Charlie Chan at Treasure Island (My.	Sidney Toler-Sen Yung		a6/3/39
Chicken Wagon Family	Jane Withers-Leo Carrillo		In Prod.
Escape, The (D)	Kane Richmond-Amanda Duff		a5/27/39
Girl Must Live (C) 93	Margaret Lockwood-R. Houston	(A)	b5/27/39
Harmony at Home	Jean Rogers-Robert Kellard		In Prod.
Heaven With Barbed Wire Fence	Glenn Ford-Jean Rogers		In Prod.
Here I Am, A Stranger	Richard Greene-Nancy Kelly		In Prod.
Hollywood Cavalcade (Former title, "Falling Stars")	Alice Faye-Don Ameche		a6/10/39
Hotel For Women (D)	Elsa Maxwell-Jas. Ellison		a5/13/39
Quick Millions (Former title "Jones Family at the Grand Canyon")	Jones Family		a5/13/39
Rains Came D)	Loy-Power-Brent		a5/13/39
Stanley and Livingstone (D)	S. Tracy-Greene-Kelly		a3/4/39

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon		11/17/38	b11/12/38
Drums (D) (Reviewed as "Mutiny In the Mountains")	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

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Chump At Oxford	Stan Laurel-Oliver Hardy		In Prod.
Four Feathers (Tech.) (D) 109	Dunrez-Smith-Richardson	(F)	8/4/39 b4/29/39
Intermezzo	Leslie Howard-Edna Best		In Prod.
Man in the Iron Mask (D)	Louis Hayward-Joan Bennett		8/11/39 a3/25/39
Music School	Jascha Heifetz-Andrea Leeds		a6/3/39
Over the Moon	Oberon-Rex Harrison (Tech.)		In Prod.
Real Glory	Gary Cooper-Andrea Leeds		a6/10/39
Winter Carnival (D)	Ann Sheridan-Richard Carlson		7/28/39 a5/13/39

UNIVERSAL 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/ 5/38	b8/6/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million		George Raft-Claire Trevor			In Prod.
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Modern Cinderella		Irene Dunne-Charles Boyer		8/4/39	In Prod.
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b11/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		5/26/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

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Bright Victory (D)	J. Cooper-Freddie Bartholomew		a6/10/39
Desperate Trails	Brown-Baker-Knight		In Prod.
Forgotten Woman (D)	Sigrid Gurie-Donald Briggs		a6/10/39
Mikado (Mu) 90	Kenny Baker (Tech.)	(F)	b5/20/39
Mutiny On the Blackhawk (D) (Former title, "In Old California")	Arlen-Moore-Devine		a5/20/39
Old Grad (D)	Charley Grapewin-Anita Louise		a5/6/39
Sandy Takes a Bow	Sandy-Mischa Auer-Shirley Ross		In Prod.
Underpup (D)	Rob't Cummings-Nan Grey		a6/10/39

WARNER BROS. 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C) (Former title, "Lighthorse Harry")		Bert Wheeler-Marie Wilson		7/29/39	a4/29/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)	81	Lindsay-Dead End Kids		7/8/39	a2/18/39
Hobby Family (D)		Jane Bryan-Henry O'Neill			a5/6/39
Indianapolis Speedway (D) (Former title, "The Roaring Crowd")		Pat O'Brien-Ann Sheridan			a3/18/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Man Who Dared D) (Reviewed as "I Am Not Afraid")	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas		6/17/39	a3/4/39
Naughty, But Nice (C) (Former title, "Always Leave Them Laughing")	90	Dick Powell-Gale Page		7/1/39	a12/10/38
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Steeplechase (D) (Former title, "Gantry the Great")		Edith Fellows-Jimmy McCallion			a3/25/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)	59	Dennis Morgan-Gloria Dickson		7/15/39	a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

Angels Wash Their Faces (D) (Former title, "Battle of City Hall")	Dead End Kids-Reagan-Sheridan		a4/1/39
Career Man (D)	Joel McCrea-Jeffrey Lynn		a6/10/39
Child Is Born (D) (Former title, "Give Me a Child")	Geraldine Fitzgerald-J. Lynn		a4/1/39
Dead End Kids at Military School	Litel-Dead End Kids		In Prod.
Dust Be My Destiny (D)	John Garfield-Priscilla Lane		a5/27/39
Enemy Agent (D)	Boris Karloff-Margaret Lindsay		a4/1/39
Kid Nightingale	John Payne		In Prod.
Lady and the Knight (D)	Davis-Flynn-deHavilland		a6/3/39
Nancy Drew and Hidden Staircase (D)	Bonita Granville-Frankie Thomas		a5/27/39
No Place to Go (D)	Gloria Dickson-Dennis Morgan		a5/27/39
Old Maid (D)	Bette Davis-George Brent		a5/6/39
On Your Toes	Vera Zorina-Eddie Albert		In Prod.
Playing With Dynamite	Jane Wyman-Tom Kennedy		In Prod.
Return of Dr. X	Lys-Bogart-Morris-Lane		In Prod.

STATES RIGHTS

Code of the Cactus (W)	Tim McCoy			Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Juarez and Maximilian	95	Medea Novara-L. Atwill	(F)	Torres	b4/29/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House			(A)	Jay-Dee	
(D)	57	Stone-Lee		Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	5/13/39
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Trigger Fingers (W)		Tim McCoy-Jill Martin		Victory	a5/6/39
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Shorts Booking Guide

COLUMBIA 1938-39

ALL STAR COMEDIES (18)

	Comment	Running Time	Reviewed Issue Of
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	1/ 8/39
Pest From the West	Keaton Humor	18	Coming
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sure My Lawyer	Fairly Good	17	10/ 1/38

COLOR RHAPSODIES (16) (Tech.)

Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39

COLUMBIA TOURS (6)

Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38

COMMUNITY SINGS (12)

College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.

GREAT MOMENTS OF HISTORY (6)

KRAZY KAT (8)

Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.

MUSIC HALL VANITIES (6)

Good Old American Home		10½	Not Rev.
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39

PICTUREGRAPHS (6)

No. 1		10	Not Rev.

SCRAPPY (8)

Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39

SCREEN SNAPSHOTS (13)

No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39

SPORT THRILLS (13)

Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39

COLUMBIA 1938-39 (Con.)

STOOGE COMEDIES (8)

A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.

WASHINGTON PARADE (6)

Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Washington	Very Good	10	12/17/38

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ALL STAR COMEDIES (18)
CINESCOPES (6)
COLOR RHAPSODIES (16) Tech.
COMMUNITY SINGS (10)
FABLES CARTOONS (6)
FOOLS WHO MADE HISTORY (6)
MOMENTS OF COMEDY (6)
PALS AND PETS (6)
PHANTASIES CARTOONS (10)
SCREEN SNAPSHOTS (12)
STOOGE COMEDIES (8)
WASHINGTON PARADE (6)
WORLD OF SPORTS (12)

EDUCATIONAL 1938-39

CAVALCADE OF STUFF (2)

No. 1	Swell Stuff	10	9/10/38
No. 2	Excellent	10	9/10/38

MGM 1938-39

CARTOONS (15)

Art Gallery	Excellent	8	5/27/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.

CRIME DOESN'T PAY (6)

Money to Loan	Excellent	20	4/ 1/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39

MINIATURES (10)

City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Hollywood Hobbies	Good	10	Coming
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38

MUSICALS (6)

Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39

OUR GANG (12)

Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39

PASSING PARADE (10)

Angel of Mercy	Impressive	10	Coming
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Yankee Doodle Goes to Town	Outstanding	10	Coming

MGM 1938-39 (Con.)

PETE SMITH SPECIALTIES (13)

Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Radio Hams	Very Good	10	Coming
Weather Wizards	Very Good	9	4/22/39

ROBERT BENCHLEY (8)

An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	Coming
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38

TRAVELTALKS (12) (Tech.)

Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

1939-40

CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIX (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)

Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Sally Swing	Poor	7	10/15/38
Scared Crows		7	Not Rev.
So Does An Automobile	Good	7	4/ 1/39

COLOR CLASSICS (6) Tech.

All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39

COLOR CRUISES (7)

Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39

HEADLINERS (15)

Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Three Kings and a Queen	Good Music	10	4/ 1/39

PARAGRAPHICS (13)

Circus Co-Ed	Very Good	10	3/ 4/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38

PARAMOUNT 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment.	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
COLOR CLASSICS (6) Tech.			
COLOR CRUISES (7)			
HEADLINERS (10)			
PARAGRAPHICS 10)			
POPEYE (12)			
POPULAR SCIENCE (6)			
SPORTLIGHTS (13)			
STONE AGE CARTOONS (12)			
SYMPHONIC (3)			
UNUSUAL OCCUPATIONS (6)			

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)			
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America— Mexico's New Crisis	Excellent	10	2/11/39

RKO-RADIO 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/39
Dixie—U.S.A.	Fine	19	5/13/39
War, Peace and Propaganda	Timely	19	6/10/39
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five		20	Not Rev.
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet		9	Not Rev.
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers		9	Not Rev.
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest		9	Not Rev.
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors		10	Not Rev.
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39

20th CENTURY-FOX 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G. Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot		7	Not Rev.
Nutty Network		6½	Not Rev.
One Gun Gary In the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Sand Hogs		10	Not Rev.
DRIBBLE PUSS PARADE—LEW LEHR (6)			
FASHION FORECASTS (4) (Tech.)			
MAGIC CARPET OF MOVIETONE (6)			
Good Neighbors		10	Not Rev.
Tempest Over Tunis		10	Not Rev.
SPORTS REVIEWS—THORGERSEN (6)			
TERRYTOONS (26) (10 in Tech.)			

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jingle, The		10	Not Rev.
Maharajah		10	Not Rev.
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Nuts		7	Not Rev.

(Continued on Next Page)

UNIVERSAL 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of

1939-40

CARTUNES (13) WALTER LANTZ

GOING PLACES (15)

MENTONE MUSICALS (13)

SPECIAL SUBJECT (1)

March of Freedom	Well Done	20	5/20/39

STRANGER THAN FICTION (15)

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)

Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38

COLOR PARADE (13)

China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	Coming
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39

FEATURETS (Tech.) (8)

Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38

LOONEY TUNE CARTOONS (16)

Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.

MELODY MASTERS (18)

Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Saturday Night Swing Club on the Air	For Jitterbugs	10	Coming
Artie Shaw	Okay	10	4/ 1/39

MERRIE MELODIES (26) (Tech.)

Bars and Stripes Forever		7	Not Rev.
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band	Good	7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	Coming
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38

TECHNICOLOR SPECIALS (6)

Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38

TRUE ADVENTURES (13)

Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire	Satisfactory	12	5/20/39

VITAPHONE VARIETIES (12)

Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way	Good Propaganda	10	Coming
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)

COLOR PARADE (10)

LOONEY TUNES (16)

MELODY MASTERS (10)

MERRIE MELODIES (26) (Tech.)

VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of the Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

COLUMBIA

Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38

REPUBLIC

Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39

UNIVERSAL

Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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SHOWMEN'S MOTION PICTURE Trade Review

FILE

FILE

REVIEWED IN THIS ISSUE

Murder Is News
Timber Stampede
Clouds Over Europe
Good Girls Go To Paris
Susannah Of The Mounties

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

June 24, 1939
Vol. 30 No. 22

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In This Issue

STR's Monthly

Equipment & Maintenance Section

Including Special Features on:

Report System for Projection Efficiency
Proper Lighting Out Front Sells Tickets
Cutting Equipment Maintenance Expenses
The Question Box — Theatre Check-Up
New and Improved Equipment

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LEAPING  LEO!

CHIPPER "MR. CHIPS"!

Cincinnati joins the ranks of Dayton, Columbus and Cleveland to establish "Goodbye Mr. Chips" (*Robert Donat, Greer Garson; directed by Sam Wood*) as a sure-fire sensation everywhere! Watch the new openings nationwide! Imagine! The 5th week at the Astor, N.Y. tops the previous week!



"MAISIE" IS A DAISY!

This exploitation natural is a hot-weather box-office tonic! "MAISIE", the Explosive Blonde (*Robert Young, Ann Sothern; directed by Edwin L. Marin*) is delighting audiences and exhibitors everywhere.



THAT "TARZAN" YELL!

From coast to coast showmen are doing their stuff and "TARZAN FINDS A SON" (*Johnny Weissmuller, Maureen O'Sullivan; directed by Richard Thorpe*) is topping all previous Tarzan hits.



LUCKY 7th HARDY HIT!

Flash from Huntington Park, Cal.: "Sensational preview of 'ANDY HARDY GETS SPRING FEVER', the lucky 7th Hardy hit. Ecstatic audience almost tore the house down." (*Directed by W. S. Van Dyke, II*).



"ON BORROWED TIME" GREAT!

"ON BORROWED TIME" (*Lionel Barrymore and big cast; directed by Harold S. Bucquet*) is the talk of the West Coast. The stage hit has become a screen triumph, one of the best produced by any studio this year!

WATCH THAT DEPENDABLE LION!

He's in full stride and you ain't seen nothin' yet! "LADY OF THE TROPICS" (*Robert Taylor, Hedy Lamarr; directed by Jack Conway*); "THE WOMEN" (*Norma Shearer, Joan Crawford, Rosalind Russell and All-Star Cast; directed by George Cukor*); "BLACKMAIL" (*Edward G. Robinson; directed by Henry C. Potter*) and other BIG ONES for June, July, August. When your box-office needs a friend, there's always THE FRIENDLY COMPANY!

The Editorial Page

Allied's Little Joke

It seems that Allied threw a little "joker" party in Minneapolis a short time ago disguised as a national convention and surrounded with all the earmarks of an open and frank discussion of many industry problems the most important being the widely publicized Trade Practice Code and Rules of Arbitration.

From first-hand conversation with several dozen exhibitors at the "convention," we learned that they came prepared to listen to the arguments pro and con and then to vote their own preference in the matter, believing (poor trusting souls) that it was their vote that would decide the entire matter.

By now they, as well as a large group of important executives, must be completely disillusioned. They cannot help but realize that they were simply being used for suckers (and we mean suckers), and to form a background for the "big act" of the master minds who direct the destinies of Allied. The exhibitors were never given any chance to vote their opinion.

In Minneapolis the tail wagged the dog. Instead of the members on the sidelines — the boys who pony up the funds that run the organization — telling the directors what to do, the directors made it mighty plain that *they* were doing all the telling.

Now we have no objection if Allied wants to make saps out of their trusting members. So long as the members don't object, why should we? But we do take exception when Allied starts to play jokes on important industry executives. Men who are darned swell guys despite the fact they work for distributors.

By no stretch of the imagination had Al Steffes or any other officer or director of Allied the right to extend invitations for an open discussion on a subject that was a thumbs down issue with them. It was too obvious that at no time at all did the so-called Negotiating Committee of Allied expect to pay the slightest bit of attention to any member-vote on the matter being discussed.

BEFORE ALL THE INVITED GUESTS HAD A CHANCE TO BE HEARD IN FULL AND EVERY POINT INTELLIGENTLY DEBATED PRO AND CON THE MASTER MINDS OF ALLIED HAD *ALREADY* WRITTEN ITS REPORT CONDEMNING AND REJECTING THE CODE.

It is high time that some of the side-line exhibitors of Allied took over the organization and directed its future activity. Much too much authority and power is vested, at the present time, in officers and directors whose exhibition interests are so negligible as to make their decisions and opinions a farce. And too many of them appear to be more interested in what they can get out of Allied rather than what they can give to it.

In the eyes of the right-thinking people of this industry, Allied must stand condemned as the organization that perpetrated one of the greatest hoaxes in the industry by inviting executives to participate in a discussion that was supposed to decide an issue that actually had been cut and dried long before the convention ever started.

No doubt the Allied directors are still chuckling over the way they tricked Bill Rodgers and the many other executives who attended the convention in good faith, only to learn that it was just part of Allied's little joke.

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Convention Reactions

Milton (Parenthetical) Weisman seemed to undo everything that Brandt may have accomplished, by being much too long winded about something he could have condensed into about one-tenth the time and words.

The promised "spanking" of the N. Y. Allied group took place in silence by an almost complete ignoring of that unit and its leader. Maybe Max will now shift over to some other sponsor. (We wonder who it will be???)

Ed Kuykendall enjoyed every moment of his stay in Minneapolis and took full advantage of his invitation to talk about anything he pleased . . . and to his credit it must be recorded that he was politeness personified.

Bill Rodgers and Abe Montague presented the distributors' side of the arguments for adoption of the Pacts and they did a very commendable job despite its rejection, *not* by the members of Allied but by its high command.

After the final session, Al Steffes appeared to act the part of one whose feelings were hurt by the actions of his organization. Some of the executives thought so too. From this observer's viewpoint, Al was as much a part of everything that happened as was every one of the other masterminds of Allied. Minneapolis seems to be the place where Al blew off his final explosion and we wouldn't be surprised if he faded out of the Allied picture entirely.

△ △ △

In conclusion we sum up as follows: Allied pulled a filthy trick and a lousy hoax by inviting important executives to come and discuss something that was never intended for an honest or open discussion. They were thumbs down on the Pact long before the convention.

But they may find their little joke a boomerang should some of the members on the sidelines ever get up enough spunk to express themselves on the way the whole thing was engineered.

—*"CHICK" LEWIS*

ANSWERS DUE IN TEN DAYS

Majors Must Reply to Gov't Bill

Major companies, defendants in the Government's anti-trust suit against the majors, must file their answers within ten days as a result of the filing by the Government this week of its supplemental bill of particulars. Universal Pictures Corp. is the only company not charged with coercive selling methods, according to the Government bill.

The words "particular" and "interest" of the defendants in theatres which would determine whether a theatre is an affiliate are defined by the bill. Furthermore, it reveals that affiliation is created by the activities or relationship of a theatre executive or manager with a major or its subsidiary, competitive conditions in the theatre's locality being taken into consideration.

Affiliation is not claimed by the Government, however, if a defendant's only interest in the theatre is a share of receipts for specified pictures pursuant to customary percentage clauses in contracts.

Miles Gibbons, Film Sales Executive, Dead

Miles F. Gibbons, well known film executive who for the past 12 years was sales assistant for Paramount Newsreel, died Wednesday in New York. Gibbons, who was 57 at the time of his death, is survived by his widow, Ruth, and four children, a son and three daughters.

Cowdin Optimistic

Predicting a sharp increase in theatre attendance, J. Cheever Cowdin, Universal board chairman, said that his company's sales are substantially above last year's, as he sailed for a month's European trip Wednesday.

Re-elect Para Directors

At the annual meeting of the stockholders of Paramount Pictures Inc. held June 20 at the Paramount Building, New York City, the present board of sixteen directors were unanimously re-elected. The directors are as follows: Barney Balaban, Neil F. Agnew, Hon. Stephen Callaghan, Harvey D. Gibson, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John Hicks, Jr., Edwin L. Weisl, John D. Hertz, Austin C. Keough, Earl I. McClintock, Maurice Newton, E. V. Richards, Adolph Zukor and Y. Frank Freeman.

OKLA. T. O. TO GET PRODUCT "PEEK"

An advance peek at the new product available from major companies during the forthcoming months will be given delegates attending the annual convention of the Theatre Owners of Oklahoma at Oklahoma City's Biltmore Hotel, June 26-27. Television and its possibilities for the future will be discussed.

Among speakers who will appear are Bob O'Donnell, head of the Interstate Circuit; Governor Leon C. Phillips of Oklahoma; Ed Kuykendall, MPTOA prexy; Jack Corgan, architect; Mrs. Besa Short, Ralph Talbot, and several others.

Action in 30 Days

Action on the Trade Practice Code and Rules of Arbitration, recently submitted by the Distributors' Negotiating Committee, will be taken by the Board of Directors of the MPTO of Virginia, Inc., in about 30 days, W. F. Crockett, president, announced.

Hinchy Wins Promotion

Joseph Bernhard, general manager of Warner Theatres, has announced the promotion of Ed Hinchy to Assistant Film Buyer. He will serve under Clayton Bond, film buyer in the home office.



The Big U Exchange made practically a closed session of its testimonial dinner to Leo Abrams, recently appointed short subjects sales manager for Universal. Attending the affair were (l. to r.): Al Herman, district manager; Jimmy Bello, booker; Tom Goff, auditor; Harry Wiesenthal, booker; Nat Goldberg, office manager; Max Cohen, Big U sales manager; Don Jaycox, WB circuit booker; Phil Winnick, salesman; Harry Furst, salesman; Leo Simon, booker; Jules Ligget, salesman, Sam Phillips, head booker; Harry Fellerman, booker, and Ben Price, salesman. The dinner was held Friday evening at the Hickory House.

TAX ON CHAIN THEATRES OUT

Law Unconstitutional Pa. Court Decides

Harrisburg, Pa.—A signal victory was won by film interests, represented by Warners, when a graduated tax on chain theatres and stores was ruled unconstitutional this week by the Pennsylvania Supreme Court.

The ruling of the Dauphin County (Harrisburg) Court that the levy of $1 to $500 on each business place, depending on the number under the same ownership, violated the state constitution which requires that all taxes upon a particular class of property be uniform was upheld by the Supreme Court. The American Stores Co., and the Stanley Theatres, had contested the law and had obtained an injunction against enforcement.

PREVIEW NEGRO FILM

Showing Scheduled for this Week in New York

"Straight To Heaven," initial release of the new producing outfit, Domino Productions, Inc., will be screened this week in New York for Negro theatre exhibitors in New York, New Jersey, Pennsylvania, New England, Baltimore and Washington. Following a Harlem premiere the first week in July, the picture will be available for general release early in August, George O. Walbridge, business manager of Domino, said.

Univ. H. O. Execs To Visit Branches

Designed to effect an even closer cooperation between its Home Office departments and exchanges, Universal has scheduled James Jordan, contract department manager, and Tom Murray, branch operations assistant to Mr. Scully, for a series of visits to the various branches.

Warners Close Deal With Shea's Publix

A deal was closed this week whereby Shea's Publix Theatres in Buffalo will get the complete lineup of Warner-First National features, plus Vitaphone shorts and trailers, for 1939-40.

Swing Session

Film men teed off Thursday morning, tossed off refreshments in the evening in celebration of the conclusion of the 27th annual Film Daily Golf Tournament. This latest edition of the club-swing fest, so carefully and competently run by Col. Jack Alicoate and all his lads, brought out one of the largest gatherings of movie men in the record of the annual event.

This year the boys gamboled on the fairways of the Rye Country Club, Rye, N. Y.

Important Dates

June 25: Capital District Warner Club outing, Totem Lodge, Burden Lake.
June 26-27: Theatre Owners of Oklahoma annual convention, Oklahoma City.
June 29: Dayton Variety Club outing, Ebbers Grove.
July 17: Clyde Eckhart silver anniversary dinner, Congress Hotel, Chicago.
July 21: Cleveland Variety Club golf tournament, Beechmont Country Club.
August 1: MPTO of Connecticut 4th Annual Golf Tournament, Race Brook City Club, New Haven, Conn.
Oct. 15: Pittsburgh Variety Club banquet, William Penn Hotel.
Oct. 16-19: SMPE Fall convention, Hotel Pennsylvania.

BAIRD TELECAST GIVEN FOR PRESS

An enthusiastic audience of press and business paper representatives witnessed an hour of NBC-RCA telecast on a 12 by 9 foot screen Friday night when officials of the Baird Television Corp., screened theatre-size television pictures at 1600 Broadway. Although the Gaumont British affiliate has been staging similar demonstrations in theatres in England, this was the first to be held in America.

The showing took place in a projection room at the GB office. A regularly scheduled NBC-RCA live telecast was received and projected on the screen.

The pictures were sharp and clear, though not, however, as sharp as modern motion pictures. Yet they were probably better than home movies and the films of yesteryear. No commitments for installation of Baird television apparatus in New York theatres have been consummated, Ian C. Javal, commercial director of Baird, stated.

SHOWMEN'S MOTION PICTURE Trade Review

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ALLIED PINS HOPES ON BILL

Code Snubbed by Leaders Who Back Neeley Bill

Developments at Minneapolis last week, drastic as was the Allied Negotiating Committee's action in blunt rejection of the Trade Practices Code formulated by the Distributors, are regarded by many observers as mere marking-time while the Neely Bill hangs fire in the U. S. Senate. The Senate is due to vote on the measure next week, and action favorable to the bill is regarded probable by many outside as well as most inside the ranks of National Allied.

The Allied high command, according to the viewpoint of these observers, is staking its prestige upon passage of the Neely Bill, regarding this as the objective of a long campaign directed toward legislation rather than negotiation as an organization policy for obtaining the measures of relief demanded by Allied.

The Neely measure, which would regulate the industry's distribution and booking processes by legislation has been discussed pro and con more extensively than the Code, but unlike the Code, the Bill itself appears to have had

(Continued on page 6)

WB SKEDS MORE POLEMICAL FILMS

Hollywood—In spite of efforts being made to discredit the box office appeal of "Confessions of a Nazi Spy," Jack L. Warner announced this week that Warners will make "The Bishop Who Walked With God," dealing with a Lutheran minister whose belief in freedom of worship results in his landing in a concentration camp, and "Underground," depicting the activities of residents in Germany secretly opposing the Nazi regime.

Meanwhile, the application of Fritz Kuhn and the German-American Bund for a preliminary injunction restraining exhibition of "Confessions of a Nazi Spy" was denied this week by Federal Judge Vincent L. Leibell.

OFFICIAL HOSTESS

Miss O'Connell to Welcome N. Y. Visitors for Para.

Miss Evelyn O'Connell has been appointed Paramount's official hostess to aid visiting exhibitors plan their vacation stay while in New York City. Miss O'Connell is making her headquarters on the ninth floor at the Paramount Home Office where she is prepared to plan daily visits to both the World's Fair and amusement areas throughout the metropolitan section. Prior to her new assignment Miss O'Connell was secretary to Y. Frank Freeman, Paramount vice-president.



Charles Laughton and Maureen O'Hara, young Irish actress who scored in "Jamaica Inn," Laughton's newest film, are welcomed on their arrival from England at the Sherry Netherlands by Eric Pommer, producer of the film, and John Wright, managing director of the Rivoli, who has booked the picture.

Broadway Managers Cheer Up

See Increased Revenues With Advent of Summer; Week-end Grosses Climb

Summer got under way officially this week, and with it managers of Broadway film theatres were optimistic about the season's revenues being better than average for the warm months. The cause of the optimism was the week-end "takes" at their houses. Exhibitors are convinced that business is on the upswing and due for further increases now that visitors can finally get away from home to come to New York, visit the Fair and get around to a few movies while on Broadway.

Neighborhood houses also report an increase in attendance. For a few weeks managers had been on the verge of screening their shows on a screen outside the theatre so as to play to bigger audiences. But now that Summer is here, everything looks rosy again.

Scully, Heineman Back In New York

General Sales Manager W. A. Scully and Western Division Manager W. J. Heineman returned to their desks at the Universal Home Office over the week-end following a visit to Minneapolis where they were in attendance at the Allied exhibitors convention. Their stay in Minneapolis was preceded by field trips to Louisville and Detroit where important circuit deals were negotiated for the new season.

Last Rites Held For Loew Ass't Secretary

Funeral services for I. Frey, 61, Loew assistant secretary and assistant general counsel who died Sunday at Mt. Sinai, were held Tuesday afternoon at the Riverside Memorial. Many Loew-MGM executives attended the rites.

Kleckner Joins Jam-Handy

Joseph P. Kleckner, until recently president of Motiongraph, has been appointed a member of the executive staff of the Jam Handy Organization.

ITOA Makes Bid For Nat'l Exhib Leadership

A bid for national exhibitor leadership was made this week by ITOA in a statement which castigated Allied and its leadership and declared "the MPTOA can hardly be classified as a proper organization to represent independent exhibitors."

TALKS NOT TO HALT SOLONS

Parleys Shouldn't Stall Action on Bill

Washington—The evolution for "definite suggestions for improving existing relationships between the producers, exhibitors and the public," is the object of the film industry-Department of Commerce conferences, Secretary Harry L. Hopkins declared this week in a letter addressed to Senator Matthew M. Neely, sponsor of the anti-block-booking and blind-selling measure.

Rumors that the Commerce-industry conferences were intended to forestall action on the block-booking measure, such action apparently to take place by the Senate next week, prompted Hopkin's letter, the Secretary of Commerce said.

Ed Kuykendall, MPTOA prexy, met with Commerce officials this week in the first of a series of conferences to get exhibitors' views. Col. H. A. Cole, Allied prexy, will be heard at a later date.

Johnston Sails For London, Paris Talks

W. Ray Johnston, Monogram's president, sailed his week for London to confer with the company's British distributor, William J. Gell. He also plans to visit Paris to confer with Ernest Wettstein, Mono's representative there.



INDUSTRY PACT STYMIED BY NEELY BILL

Text of Bill Backed by Allied Reveals Aims of Act for Trade Rule

(Continued from page 5)

very little study by the rank and file within the industry. Its professed purposes are the elimination of "block-booking and blind selling." To that end the Neely Bill as introduced by its sponsor and to be voted on by the Senate next week, according to present schedules of that body, sets forth its purposes as follows:

S. 280

IN THE SENATE OF THE UNITED STATES

January 4, 1939

A BILL

To prohibit and to prevent the trade practices known as "compulsory block-booking" and "blind selling" in the leasing of motion-picture films in interstate and foreign commerce.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the methods of distribution of motion-picture films in commerce whereby (a) exhibitors are required to lease all or a specified number of an offered group of films in order to obtain any individual desired film or films in the group, a trade practice sometimes known as "compulsory block-booking," and (b) films are leased before they are produced and without opportunity for the exhibitor to ascertain the content of such films, a trade practice sometimes known as "blind selling," are hereby declared to be contrary to public policy in that such practices interfere with the free and informed selection of films on the part of exhibitors and prevent the people of the several States and the local communities thereof from influencing such selection in the best interests of the public, and tend to create a monopoly in the production, distribution, and exhibition of films. The Congress finds and declares that such methods and practices adversely affect and constitute a burden upon commerce, and it is the purpose of this Act to prohibit and to prevent such methods and practices in commerce.

Sec. 2. For the purposes of this Act, unless the context otherwise requires—

(1) The term "motion-picture film" or "film" means all motion-picture films (whether copyrighted or uncopyrighted), including positive and negative prints, and copies or reproductions of such prints, which films contain photoplays or other subjects and are produced for public exhibition: Provided, That the term shall not include films commonly known as "news reels" or other films containing picturizations of news events, or short subjects of two thousand feet or less in length.

(2) The term "to lease" includes the making of a license agreement, contract, or any type of agreement whereby a film, the distribution of which is controlled by one of the parties, is to be supplied to and exhibited in a theater owned, controlled, or operated by the other party.

(3) The term "person" includes an individual, partnership, association, joint-stock company, trust, or corporation.

(4) The term "distributor" includes any person who engages or contracts to engage in the distribution of motion-picture films.

(5) The term "exhibitor" includes any person who engages or contracts to engage in the exhibition of motion-picture films.

(6) The term "commerce" means commerce between any State, Territory, or the District of Columbia, and any place outside thereof; or between points within the same State, Territory, or the District of Columbia, but through any place outside thereof; or within any Territory or the District of Columbia.

For the purposes of this Act (but in no wise limiting the definition of commerce) a transaction in respect of any film shall be considered to be in commerce if the film is part of that current of commerce usual in the motion-picture industry whereby films are produced in one State, leased for exhibition in other States, and distributed to them through local exchanges in the several States, the films circulating from the exchanges and between the various exhibitors. Films normally in such current of commerce shall not be considered out of such commerce through resort being had to any means or device intended to remove transactions in respect thereto from the provisions of this Act. For the purpose of this paragraph, the word "State" includes Territory, the District of Columbia, and foreign country.

Sec. 3. (1) It shall be unlawful for any distributor of motion-picture films in commerce to lease or offer to lease for public exhibition films in a block or group of two or more films at a designated lump-sum price for the entire block or group only and to require the exhibitor to lease all such films or permit him to lease none; or to lease or offer to lease for public exhibition films in a block or group of two or more at a designated lump-sum price for the entire block or group and at separate and several prices for separate and several films, or for a number or numbers thereof less than the total number, which total or lump-sum price and separate and several prices shall bear to each other such relation (a) as to operate as an unreasonable restraint upon the freedom of an exhibitor to select and lease for use and exhibition only such film or films of such block or group as he may desire and prefer to procure for exhibition, or (b) as tends to require an exhibitor to lease such entire block or group or forego the lease of any number or numbers thereof, or (c) that the effect of the lease or offer to lease of such films may be substantially to lessen competition or tend to create a monopoly in the production, distribution, and exhibition of films; or to lease or offer to lease for public exhibition films in any other manner or by any other means the effect of which would be to defeat the purpose of this Act.

(2) It shall be unlawful for any person knowingly to transport or cause to be transported in commerce any motion-picture film which is leased, or intended to be leased, in violation of subdivision (1) of this section.

Sec. 4. It shall be unlawful for any distributor of motion-picture films in commerce to lease or offer to lease for public exhibition any motion-picture film over two thousand feet in length unless such distributor shall furnish the exhibitor at or before the time of making such lease or offer to lease a complete and true synopsis of the contents of such film. Such synopsis shall be made a part of the lease and shall include (a) an outline of the story, incidents, and scenes depicted or to be depicted, and (b) a statement describing the manner of treatment of dialogs concerning any scenes depicting vice, crime, or suggestion of sexual passion. It is the purpose of this section to make available to the exhibitor sufficient information concerning the contents of the film and the manner of treatment to enable him to determine whether he desires to select the film for exhibition and later to determine whether the film is fairly described by the synopsis.

Sec. 5. (1) Every person who violates section 3, or who fails to furnish the synopsis required by section 4, or knowingly makes any false statement in such synopsis, shall be deemed guilty of a misdemeanor and, on conviction thereof, shall be punished by a fine of not exceeding $5,000 or by imprisonment for not exceeding one year, or by both such fine and imprisonment in the discretion of the court.

(2) The several district courts of the United States are hereby invested with jurisdiction to prevent and restrain violations of this Act, and it shall be the duty of the several district attorneys of the United States, in their respective districts, under the direction of the Attorney General, to institute proceedings in equity to prevent and restrain such violations. Such proceedings may be by way of petition setting forth the case and praying that such violation shall be enjoined or otherwise prohibited. When the parties complained of shall have been duly notified of such petition, the court shall proceed, as soon as may be, to the hearing and determination of the case; and pending such petition, and before final decree, the court may at any time make such temporary restraining order or prohibition as shall be deemed just in the premises. Whenever it shall appear to the court before which any such proceeding may be pending that the ends of justice require that other parties should be brought before the court, the court may cause them to be summoned whether they reside in the district in which the court is held or not, and subpoenas to that end may be served in any district by the marshal thereof.

Sec. 6. If any provision of this Act is declared unconstitutional or the applicability thereof to any person or circumstances is held invalid, the validity of the remainder of the Act and the applicability of such provision to other persons and circumstances shall not be affected thereby.

Sec. 7. This Act shall become effective twelve months after its enactment.

SEEN AND HEARD AT THE ALLIED MEET

By Bob Wile

Arthur Howard took the prize as the handsomest conventioneer. The genial Boston secretary was popular with the ladies as well as the men. Ah there, Arthur.

After sitting for three days on the dais without saying anything, Charley Olive of Washington, national secretary of Allied began to excite the curiosity of some of the delegates. He just sat there and didn't say anything. Secretary's prerogative, says Charley.

Grad Sears, unusued to the self help style of the smorgasbord luncheon got through his lunch in a hurry. The service was terrible, he thought.

Eddie Golden and Ray Johnston seemed to be the Beau Brummels of the convention with their summery looking new outfits.

Col. Cole evidently judges the worth of anything by its extent. At 5:00 on the second afternoon he said it was a fine convention because the delegates had listened so long. At 6:00 after Milton Weisman got finished, words almost failed him to express what he thought of it.

Although he hails from farther south, Col. Cole's accent isn't nearly as broad as his rival president, Ed Kuykendall. Ed's is considerably "souther" and that's sayin' sumpin', sah.

Turner of Pine City was called from the convention floor during the debate on the code to answer the long distance phone. Some wag suggested it might be a film COD.

It was James Quinn's first convention since his new California unit was organized. Quinn's slogan now is more and bigger conventions. He thrives on 'em.

The Movie Cash girls were the hit of the exhibits in several ways. They were less well covered than MGM's charmers and appeared to be advertising their "charms" and other things as well as movie cash.

Lee Newbury of New Jersey has so long been a consistent speaker at his New Jersey conventions that it seemed strange to see him at this one without saying a word on the floor.

Sidney Samuelson of Newton, N. J. and Philadelphia, is reported to have competition threatened. It is reliably reported that Sidney took advantage of the fact that there isn't any code yet to help the other guy.

Sally Fisher, Samuelson's secretary, gloated over the fact that there was a dictaphone taking all the notes she would otherwise have to laboriously take and transcribe. That's modern efficiency for you. We thought there wasn't a more efficient secretary than Sally but alas, one has been found.

Just to illustrate how much harmony there was after the business sessions were over, we spied Bob O'Donnell fixing a stud in Al Steffe's shirt. It wasn't a good job though for Al displayed his manly bosom on the platform.

Abe Montague is congratulating himself all over that he sat down during the convention sessions when he did and let Grad Sears take up the cudgels then.

Two of the 20th-Fox's three Williams were present—the Sussman and the Gehring. They had plenty of company though—Scully, Rodgers, Flynn and perhaps (who knows?) Ray Johnston and his prefixed "W".

Jack Schlaifer was evidently chagrined at being dropped from the major classification. Because his company didn't sign the code, he wasn't invited to speak and didn't. But all references were of course to seven major companies.

Neil Agnew will get the quick change prize. We saw him in four different costumes during the day. Ah there, Neil!

During the morning there was a vain rush across the street when it was discovered that the hotel was selling the luggage left by its erstwhile guests and deadbeats. All fears were groundless, however!

Merle Potter, critic of the Minneapolis Star said there wasn't anything wrong with the business that good pictures wouldn't cure. Seems to us and to Bill Rodgers too, that we heard that one somewhere before.

Grad Sears got in a good crack though, when he said he knew Potter didn't like motion pictures. "I've read some of his reviews," cracked Sears.

One of the laughs of the convention was the zeal with which one of STR's subscription men solicited one from Pete Harrison. It just goes to show that Pete even looks like an exhibitor.

One observer said that judging from the collective bay windows of the delegates there didn't seem to be any immediate danger of starvation on the part of the delegates.

Herman Robbins and George Dembrow were distinguished by having on their doors no number but the name "Nordic Suite". Every time some one entered they brushed their blond locks out of their eyes.



RKO RADIO PICTURES

1939 1940

THE BIG BOOK ABOUT THE BIG PICTURES FOR 1939-40 IS ON THE WAY TO YOU NOW!

52 FEA

PRODUCERS like Pandro S. Berman, Max Gordon, Lesli

others...PRODUCER-DIRECTORS like Gregory La Cava, Le

like William Dieterle, William Seiter, John Cromwel

Lombard, Cary Grant, Ginger Rogers, Anna Neagle, Dougla

McLaglen, Jean Hersholt, Richard Dix, Bob Burns, Joh

PROPERTIES like Hunchback of Notre Dame — The Ame

Swiss Family Robinson — Allegheny Frontier — Ivanhoe

Days — Kitchener — The Ramparts We Watch — and man

SIX WE
AND THE SCREE

Walt Disney Productions — March of Time —
Information Please — Reelisms — Sportscope
Comedies . . . and additio

THEY'RE ALL IN THE BIG BO

TURES

oward, Gene Towne, Sol Lesser, Harold Lloyd and many

cCarey, George Stevens, Herbert Wilcox . . . DIRECTORS

arson Kanin and many more . . . STARS like Carole

airbanks, Jr., Laurel and Hardy, Charles Laughton, Victor

ayne, Anne Shirley, and others to be announced . . .

n Way — Abe Lincoln in Illinois — Nurse Edith Cavell —

igil in the Night — The Deerslayer — Tom Brown's School

any others you'll find in the book . . .

STERNS
N'S BEST SHORTS

KO-Pathe News — Two-Reel Dionne Special —
- Edgar Kennedy, Leon Errol, Ray Whitley
al short-length features.

OK . . . . . AND PLENTY MORE!

YOU'VE ASKED FOR NEW FACES . . . AND H

The two young hopefuls selected through Jesse L. Lasky's thirteen-week, nation-wide radio search for new screen talent . . . in a picture made from a book that rips and blasts with the teeth of its rugged drama as it heals and charms with the warmth of its young romance!

"Career"

PHIL STONG'S

with

ANNE SHIRLEY
EDWARD ELLIS
SAMUEL S. HINDS
JANET BEECHER
LEON ERROL



and

JESSE L. LASKY'S
"GATEWAY TO HOLLYWOOD"
DISCOVERIES

ALICE EDEN • JOHN ARCHER

★ ★ ★ ★

WATCH DES MOINES JULY 1st and 2nd!

side down for the world premiere of Iowa's own story! the service clubs, and all other civic groups are Hollywood delegation arriving on special Rock Island ball at the Drake University football stadium . . . to second "Gateway To Hollywood" series . . . to take most glamorously full weekend the Middle West hear all about what's going on . . . and YOUR folks

RE THEY ARE!



★ ★ ★

. . .They're turning the state of Iowa up- . . .The Des Moines Register and Tribune, turning out en masse to welcome a big train . . . to attend the mammoth movie see and hear the final broadcast of the part in all the excitement planned for the ever experienced! . . .YOUR TOWN will will want to see the picture, too!

R K O
RADIO
PICTURES

Directed by Leigh Jason
Produced by Robert Sisk
Screen Play by Dalton Trumbo
Adaptation by Bert G[illegible]

"MAN AB

Starring JACK

BENNY

Radio's No. 1 comedian back in his best as That Scoundrel, the Other Man —prince of heart-breakers!



Starring DOROTHY

LAMOUR

A treat to the eyes in her new streamlined sarong . . . a treat to the ears as she sings that smash hit, "Strange Enchantment!"



Starring EDWARD

ARNOLD

Standout star of dozens of hits, as the genial, jealous husband who gets Jack in a jam...and sends Jack on the lam!



Home Town Boy Makes Good!

They're still celebrating "Waukegan Week" in Jack's home town where the Jack Benny Hour was broadcast from the Genesee Theatre over 97 stations from coast to coast...and for five days Waukegan went to town to make the World Premiere of "Man About Town" one of the biggest advertising and exploitation promotions ever given a picture!

BENNY'S

OUT TOWN"

with
"ROCHESTER"

Jack's famous radio man of no work...good for a million laughs!



with THE
PETTY GIRLS

Famous artist Petty's curvaceous beauties step from the pages of the magazines and come to life!



with 4 GREAT
SONG HITS!

"Strange Enchantment", "That Sentimental Sandwich", "Man About Town", "Fidgety Joe" ... played by Matty Malneck and his Orchestra, West Coast swing sensations!





THE CRITICS GO TO TOWN FOR "MAN ABOUT TOWN"

"Sure-fire entertainment bound to pile up a healthy total of laughs in theatres everywhere. An ideal vehicle for Jack Benny!"—*Film Daily*

"A sure-fire audience picture. The comedian's air following will undoubtedly swell the copious take of this production!"—*Hollywood Reporter*

"Luscious entertainment for eye and ear and one of the brightest and most smartly turned out pieces of merchandise from the Paramount organization!"—*Daily Variety*

"Ideal warm weather screen fare and should obtain uppermost brackets in box office revenue!"—*Box Office*

"Great news that Jack Benny's latest movie is such a riot. 'Rochester' runs comedian Benny a close second!"—*Louella O. Parsons*

"The Jack Benny flicker is the best musical ever made at Paramount, and 'Rochester' is a sensation."—*Ed Sullivan, Daily News*

"The exhibitor should have a field day in the exploitation and selling of this comedy to his patronage. It is an excellent piece of highly salable entertainment."—*M. P. Daily*

BEST

PARAMOUNT GOES TO TOWN

with

"MAN ABOUT TOWN"

starring Jack **Benny** · Dorothy **Lamour**

Edward **Arnold** with Binnie Barnes · Phil Harris

Betty Grable · "Rochester" · Matty Malneck and Orch.

Directed by Mark Sandrich · Original Screen Play by Morrie Ryskind · A Paramount Picture

with

"OUR LEADING CITIZEN"

Bob Burns' biggest hit!

with

"STOLEN LIFE"

Another Elisabeth Bergner triumph!

with

"THE STAR MAKER"

America's cavalcade of show business!

with

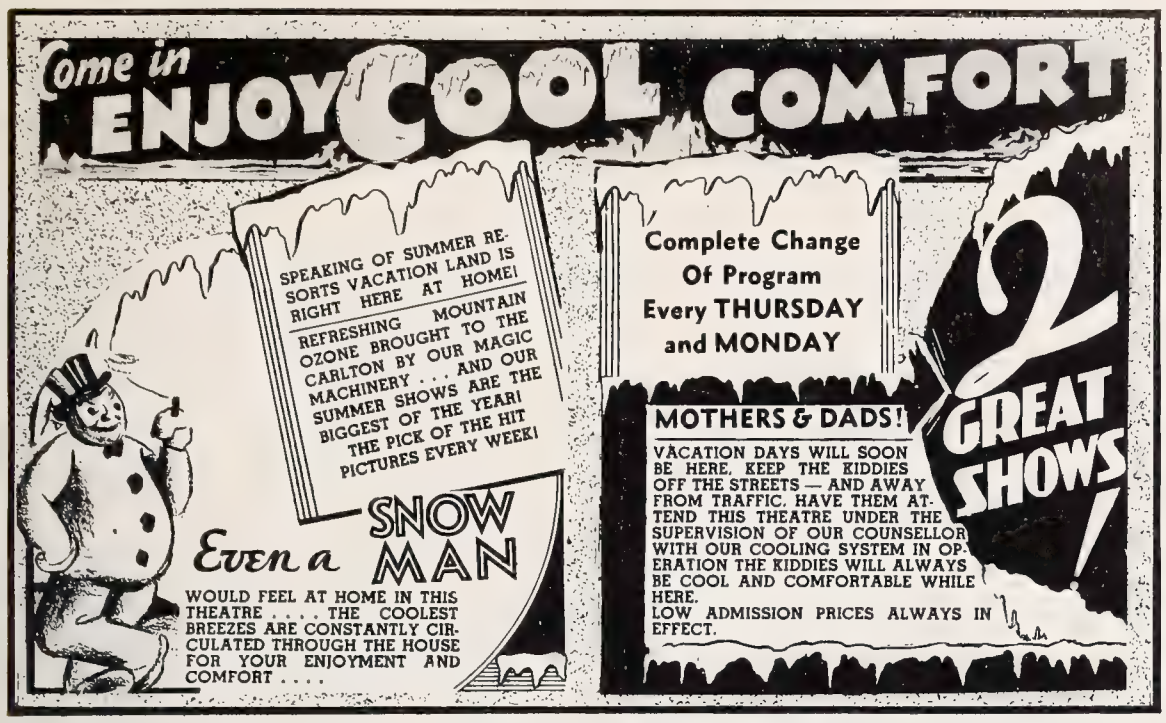
"THE MAGNIFICENT FRAUD"

Tamiroff gives the year's most thrilling performance!

PRINTED IN U.S.A.

Paramount Pictures

Program Exchange



This Program's Devoted to a Cool Subject

Once in a while you hear of an exhibitor plugging the cool comfort of his theatre in his programs, but seldom do you hear of one devoting the whole program to it. Well, you're hearing about it now, and the man who did it was Lee Levy, manager of Skouras' Carleton Theatre, New York City. Film attractions are forgotten for the nonce while Lee seeks to impress on his patrons the perfect comfort to be found at the Carleton. A change to the institutional is often a good thing in theatre advertising.

Art Wartha Remembers Patrons' Birthdays —Hollywood Items Good Program Fillers

IN BEGINNING our discourse for today, we're going Hoosier, inasmuch as one of the new members of the Program Exchange is Art Wartha, manager of the Roxy and Fox Theatres, LaPorte, Indiana. Of course, we were Hoosier ourselves once upon a time, but those days have gone when we used to trample along the dusty road to the little red school house. (The roads aren't dusty any more).

Anyway, Art has sent us some of the fruits of his programmatic achievements. His Roxy programs are small and fold three ways. At the bottom of the one we have is a box in which patrons were invited to write "Three Smart Girls Grow Up" as many times as they could within the limited space. The one who wrote it the most times, legibly, won free tickets to see the picture.

Art is thoughtful enough not to forget the birthdays of his patrons. We don't know just how he does it, but he has "Happy Birthday" cards which he sends to those who have reached another milestone in their lives inviting them to be his guests at one of the performances. Perhaps when they know they'll get to see a performance free, most of them advertise their birthday in the paper—we say, perhaps. It's a fine gesture, Art, and as logical a builder of goodwill as we've seen in a long time. Not being one to hint, we'll keep it quiet that our birthday is February 20.

From Bridgeport, Conn., comes a flashy herald on "Midnight." Manager Michael J. Carroll, of the American Theatre there, evidently must have paid for the cost of the heralds when he tied up with a cut-rate store to take space on the back announcing that if a number on the herald corresponded with one of those listed at the store the bearer would be admitted free to see "Midnight."

Seems like it has been a long time (but maybe it hasn't) since we heard from F. M. Collins, manager of the Algonquin Theatre, Manasquan, N. J. During the week of May 27, the Algonquin celebrated its first anniversary, and we trust Collins had the traditional birthday cake on hand and that business was way above average.

Outside of the front and back which are printed in blue, and especially the front, which has an artistic cut, the inside spread of Collin's program is black and white, and consists of regular two-column newspaper ad slugs. He lists his short subject attractions below each slug. On the back he has room in which to list a few of his forthcoming attractions. As an easy reference that can easily be folded up and tucked in the purse or in the pocket, the program is satisfactory.

By the way, have you noticed how well many of the items in the Hollywood section of STR can be adapted to your program? News right from "the scene of action" is welcomed by your patrons, so if you've been looking for something to perk up your programs, take a look at the Hollywood pages. And, as suggested on the title page of our recent Anniversary issue, the items would be useful for local broadcasts and for newspaper columns. There's no need for you to wonder about where your news of Hollywood is coming from if you keep up with the Hollywood pages in STR.

There goes the bell, and out we march to lunch. But before we go, we want to remind you that we'll be back here again next week. Let's hear from more of you.

—Your Application Blank—

Clip and Mail Now!

STR Program Exchange,
SHOWMEN'S TRADE REVIEW,
1501 Broadway,
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligations.

Name .....
Theatre .....
City .....
State .....

Showmen's Parade

WHEELER SMITH has been transferred by the Wilby-Kincy Circuit from Monroe, N. C. to the Strand in Spartanburg, S. C. NELSON HAMPTON, former manager of the Strand goes to the State, replacing C. ERVINE STONE, who will be given another assignment.

JIMMIE HOWELL has resigned as manager of the Roxy Theatre, Denver, and FRANK MILTON has relinquished his post as manager of the Santa Fe in the same town.

TOM McMAHON, after serving as booker at the Universal exchange in Denver, has been promoted to office manager. R. M. HOUGH has purchased the Star at Imperial, Nebr., from RUBY TELLER.

The Strand Theatre at Stratton, Colo., which has been closed, has been taken over and reopened by FRED FLANNAGAN. ED MALEL is closing his Tivoli, Denver, for the summer.

MARIO GAMBARELLI is now operating the Douglas Theatre at Philadelphia. W. F. CROCKETT, who owns the Bayne and Roland Theatres, Virginia Beach, Va., has been made president of the resort Chamber of Commerce. The Milton Theatre at Milton, Del., is being reopened by REESE HARRINGTON.

CHARLIE THOMPSON, manager of the Princess Theatre, Camden, and GUS MIRIANI, of the Frankford, both Warner houses, are switching places. On Aug. 1 IZ BAROWSKY, of the Rex, Philadelphia, will acquire the New Jewel from HERB LEWIS.

Not Long—In This Heat Wave

One hundred pounds of ice with a 14x36 insert in the center was placed on the sidewalk as a plug for "Ice Follies of 1939" when the film played Warners' Ogden Theatre, Chicago. Manager E. R. Erickson had his ushers distribute small heralds on which patrons were to guess how long it would take for the ice to melt. Passes were offered for correct or nearest correct guesses.

"Honeymoon" Exhibitor Here

Dave Lebovitz of the Harlem Amusement Company theatres, Memphis, Tenn., visited RKO Radio's exhibitor lounge along with his bride of a week.

"**THE SUN NEVER SETS**...at Radio City Music Hall...**is a**

"**On the recommended list!**"

THE SUN NE

starring DOUGLAS FAIRBANKS Jr. *and* BASIL RATHBONE



IT'S NEVER SUMMER IN A
A GOOD PICTURE!... PLAY
HITS NOW!... *They Never*

—HELD OVER 3RD WEEK WASHINGTON!

R. K. O. THEATRES
1270 SIXTH AVENUE
Radio City, New York

June 15, 1939

Mr. N. J. Blumberg, President
Universal Pictures
RCA Building, New York City

Dear Mr. Blumberg:

Playing THE MIKADO at the Keith Theatre, Washington, has given us one of the most delightful and profitable dates of the season. With business reaching top figures, THE MIKADO turned Washington's hot summer into cool fall, as far as we are concerned.

Not only did we hold the picture over for a third week, but the eighth day of the run exceeded the opening day's business.

On the strength of this engagement and other successful engagements we are booking THE MIKADO over our entire New York Metropolitan circuit.

With kind regards.

Sincerely yours,
(Signed) J. J. O'Connor
General Manager, RKO Theatres

UNIVERSAL PICTURES

By Arrangement

GILBERT &

the MIK

in TECHNICOLOR

handsome and stupendous production" N.Y. DAILY MIRROR

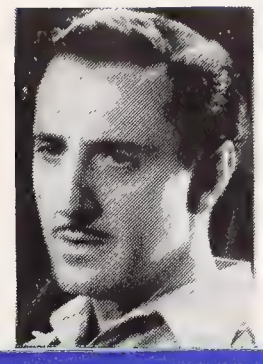
...N. Y. EVENING SUN

VER SETS



VIRGINIA FIELD • LIONEL ATWILL
BARBARA O'NEIL • C. AUBREY SMITH • MELVILLE COOPER

Screenplay by W. P. LIPSCOMB • Original story by Jerry Horwin & Arthur Fitz-Richard
Produced and Directed by
ROWLAND V. LEE



THEATRE THAT'S PLAYING THESE TWO BIG UNIVERSAL

Heard of a Thermometer!

with Rupert D'Oyly Carte

SULLIVAN'S

ADO







with KENNY BAKER • Jean Colin • Martyn Green • Sydney Granville
John Barclay and the D'OYLY CARTE CHORUS and a cast of hundreds
Recorded by the LONDON SYMPHONY ORCHESTRA
Adapted, Conducted and Produced by GEOFFREY TOYE • Directed by VICTOR SCHERTZINGER

3½ TIMES NORMAL BUSINESS!

THE SEWANEE
SEWANEE • TENNESSEE

May 30, 1939

Mr. John Ezell,
Universal Film Exchanges, Inc.
Atlanta, Ga.

Dear Mr. Ezell:

Nothing gives me greater pleasure than to report to you the success of "THE MIKADO" played yesterday.

This film grossed 3½ times the average receipts. Nothing but praise for the picture was heard. It will be a pleasure to anticipate its return in August.

Many thanks to you for letting me have it and thanks to Universal for releasing it. Any house which fails to exhibit this film does an injustice to its clientele.

Regards,
(Signed) H. A. GRISWOLD
Manager

Selling the Picture

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Adventures of Huckleberry Finn	Feb. 18
Bridal Suite	June 3
Broadway Serenade	April 1
Captain Fury	May 20
Dark Victory	April 22
Flying Irishman	March 11
Hardys Ride High	April 22
Honolulu	Feb. 4
Hound of the Baskervilles	March 25
Juarez	June 10
King of the Turf	Feb. 25
Little Princess	Mar. 4
Lucky Night	May 13
Made For Each Other	Feb. 18
Man of Conquest	April 29
Only Angels Have Wings	May 27
Prison Without Bars	April 8
Pygmalion	March 11
Spirit of Culver	March 18
Story of Alexander Graham Bell	April 15
Streets of New York	April 15
Tail Spin	Feb. 4
Tarzan Finds A Son!	This Issue
Three Musketeers	Feb. 11
Three Smart Girls Grow Up	March 25
Union Pacific	May 6
Wife, Husband and Friend	Feb. 25
Wings of the Navy	Feb. 11
You Can't Cheat An Honest Man	Feb. 18
Young Mr. Lincoln	June 10
Zenobia	Mar. 18

Home-Made Movie Has Crowds Storming Theatre

Are you weak and run-down at the exploitation heels? Do you see spots before your eyes every time you try to think of a new idea? Well, don't fret. We're going to tell you about a stunt which, according to actual proof, had a whole town talking and had them hanging on the theatre's chandeliers.

Ever been down in Teague, Texas? Well, there's a theatre there—The Star— and it's managed by a showman known as Floyd Faubion. Now Floyd had the same problem. He had used almost every other business-building stunt imaginable; he wanted to do something a little different. And he did. And here's how:

He hired the Jamison-Handy Film Company to bring a camera and sound-recording equipment to Teague. Then five of the loveliest girls from the theatre's trade territory were selected for a screen test. For the one who screened the best, a cash prize of $25 was awarded.

Following this, sound pictures were made of the local football team and band in action. As soon as the print was ready for exhibition, Floyd advertised the "Show of a Lifetime! See yourself in a real movie! This picture was made right here in Teague, starring Teague people, etc."

How the crowds swarmed in the theatre to "see themselves." Not enough patrons could get inside during the two-day exhibition of the picture, so to satisfy them Floyd brought the picture back the following week for a return engagement. What he made in extra profits more than covered the expense of having the movies made.

If we were an exhibitor, we'd grab this idea so fast our head would swim. Thanks to Floyd Faubion for a grand and profitable suggestion—one that, incidentally, also promotes goodwill.

They'll be coming back again and again to see themselves on the screen. We remember once when we were in the mob scene of a home town movie, we always tried to find ourselves, but never could. Yet, we can prove we were right there, although we have no witnesses now to prove it.

Des Moines to be Site Of Premiere of "Career"

Hollywood Luminaries, Talent Search Winners, Will Attend Celebration

Des Moines will go completely Hollywood on July 2, when Iowa's capital city will play host to the world premiere of the RKO-Radio production, "Career," in which the two new discoveries of Jesse L. Lasky's first "Gateway to Hollywood" talent quest make their debuts.

Thousands of visitors are expected to pour into the city to participate in the gala two-day festival which will launch this down-to-earth screenplay written by Phil Stong.

Des Moines was selected for the "Career" premiere because of the film's Iowa setting. Stong, the author, is a former Des Moines newspaperman and is the writer of such successes as "State Fair," "Village Tale" and "Stranger's Return," novels about the mid-west that were transferred to the dramatic medium of the screen.

Talent Search Winners on Hand

Not only will Des Moines see the initial presentation of Alice Eden and John Archer, raised to the Hollywood firmament by the first Lasky talent search, but the "birth" of two new potential stars—Virginia Vale and Robert Stanton—Cinderella selections of the second "Gateway to Hollywood" talent quest which will reach its culmination coincident with the premiere of "Career."

For two days Iowans will rub elbows with a galaxy of Hollywood's luminaries including Anne Shirley, Edward Ellis, Leon Errol, Janet Beecher, Raymond Hatton and the new starlets, Alice Eden and John Archer.

From the movie capital, too, will come screen star Jean Hersholt who is equally noted for his portrayal of "Doctor Christian" in the popular radio series of the same name. More than a score of film executives, writers and radio players led by Jesse L. Lasky, Leigh Jason, director of "Career" and Phil Stong, will come from the West Coast, New York and Chicago.

To Arrive on Special Streamliner

Festivities will actually get under way on the morning of July 1, when the Hollywood party will arrive in Des Moines aboard their special streamliner to be greeted by a reception committee of distinguished citizens headed by G. Ralph Branton, general manager of the Tri-State Theatres and Gardiner Cowles, Jr., energetic publisher of the *Des Moines Register-Tribune,* who has thrown the full strength of his organization behind the premiere of "Career."

On Sunday afternoon, July 2, within an hour of the time when John Archer and Alice Eden will first appear on the screens of the Paramount and Orpheum theatres in Des Moines, Jesse L. Lasky will reveal to millions of listeners on the CBS coast-to-coast Doublemint program, the identities of the boy and girl selected for potential stardom in the second "Gateway to Hollywood" talent search. The wind-up broadcast will emanate from the huge Des Moines Shrine Auditorium, which seats 4,500 persons.

The two young aspirants whose names may shine as brightly as those of Ginger Rogers, Irene Dunne and Bing Crosby, will get their first roles in the forthcoming RKO-Radio production, "Three Sons."

A social whirl rivalling New York and Hollywood activities at the peak of the season will introduce the filmland celebrities to their Iowa hosts. Starting with a luncheon at the Younkers Store on Saturday afternoon, July 1, they will be whisked through a series of personal appearances in Des Moines and the National Collegiate Championship golf tournament at the picturesque Wakonda Country Club.

Climaxing Saturday's festivities leading up to the premiere of "Career" will be a gala Movie Ball which will be held in two of the largest outdoor dance pavilions in Iowa—the Val-Air and Riverview Park ballrooms.

And Iowa's prodigious hospitality will not end there. On Sunday, after a morning and afternoon crammed with more personal appearances, attendance at church services—Hollywood's triumphant contingent will proceed en-masse to the Shrine Auditorium to attend the final "Gateway to Hollywood" broadcast.

Des Moines movie fans will get a close-up of their cinema favorites on Sunday evening when they will make their appearance on the stages of the Paramount and Orpheum theatres in conjunction with the world premiere of "Career."

Boucher Gives Roses to Ladies Attending "Love Affair" Matinees

To the first hundred ladies who attended the matinee performances of "Love Affair" at the Schine Glove Theatre in Gloversville recently, Manager Frank Boucher distributed beautiful roses. Frank's opening ad was a smashing 4 column by 15-inch display which nobody could have missed.

On "Dodge City," he distributed a large tabloid herald, the cost of which was borne by three merchants who took ads on the back page.



"Want a Ride, Pardner?"

At a local blacksmith shop E. R. Mead, manager of the Roxy Theatre, Gallatin, Tenn., found this old stagecoach which he used as street ballyhoo to plug his showing of Warners' "Dodge City."

NOW AT RADIO CITY MUSIC HALL!

Good Girls Go To Paris





co-starring

MELVYN DOUGLAS · JOAN BLONDELL

with

WALTER CONNOLLY · ALAN CURTIS · JOAN PERRY

Screen play by Gladys Lehman and Ken Englund

Directed by ALEXANDER HALL

Produced by William Perlberg

A Columbia Picture

COLUMBIA PICTURES

TARZAN finds a SON!

You Can Emulate Smashing Campaign Used by the Capitol For Picture's N. Y. Engagement



They're back again! Here's Tarzan (Johnny Weissmuller) and his mate (Maureen O'Sullivan) in a romantic moment from "Tarzan Finds a Son!" John Sheffield is Tarzan, Jr.

An STR Showmanalysis

(REG. U. S. PAT. OFF.)

THERE'S always loud rejoicing on the occasion of a new Tarzan film, for exhibitors realize that once more their box offices are in for healthy grosses. We can remember when we were associated with a theatre in the midwest that the announcement of a new adventures of Tarzan was the signal to "go to town" on the exploitation. And though we worked like the dickens on ballyhoo and tieups, more so, it seemed than at any other time, we were always tickled to death we did it, because what a pleasure it was seeing those crowds filling the lobby awaiting their turns for seats!

After three years, exhibitors can rejoice again. Somehow or other, we feel a little sentimental, because we know that plenty will be done in exploitation on the newest Tarzan film, "Tarzan Finds A Son!" and we wish we were in a theatre to participate in it. Be that as it may, however, we are at least glad to apprise showmen of the opportunity they have of going the limit and reaping big benefits if they will only work a little harder and make up their mind that here is a chance to build up grosses.

Yes, it has been three years since Metro-Goldwyn-Mayer made a Tarzan feature, and we'll bet thousands of exhibitors the country over have wished time and again when grosses were falling below normal that Tarzan would come along and perk them up again. Well, you needn't wish any more, for "Tarzan Finds A Son!", the latest in the adventure films based on the characters created by Edgar Rice Burroughs is coming your way. Any worries you may have had about lagging summer box office receipts can be dispelled, at least while you are playing the new picture which brings back Johnny Weissmuller (the one and only Tarzan) and Maureen O'Sullivan (truly, as far as the public is concerned, the one and only Jane), provided, of course, you go to work and put over a big campaign.

What the public will like about the new feature is that it injects a new and exciting angle into the series. Even the title gives a strong hint as to just what that angle is, and with 5-year-old John Sheffield as Tarzan, Jr., to emulate the tree-swinging feats of Weissmuller, it's really something to which any patron can look forward.

At first we had thought of using our own suggestions exclusively to guide you in mapping your campagn. Then, when we saw what was used to ballyhoo the engagement at the Capitol in New York, we felt that what had been done and had proved successful would be of far more importance than something which had not yet been tried out.

So we got first-hand information on the Capitol's campaign. The only edge this Broadway house might have on most exhibitors was that Johnny Weissmuller was here in person. It's too bad he couldn't make a personal appearance in every town across the country playing his latest feature, but that would be virtually impossible. Other than that, however, you can emulate the Capitol's campaign just as Tarzan, Jr. emulates the elder Tarzan. You'll make certain changes according to your situation —that's to be expected; but generally speaking, you'll be aided a lot by knowing just how the Capitol handled its showing of "Tarzan Finds A Son!"

First, of course, there was a large Float, the kind of street ballyhoo that had all New York gaping. It was elaborately decorated to represent a scene from the picture, with its realistic jungle background and a 5-foot elephant on a raised platform in the center. And what was that riding on the elephant's back but an extremely live chimp, "Tarzana." The truck was equipped with a loudspeaker which at intervals poured forth the celebrated Tarzan yell along with a ballyhoo about the picture's engagement at the Capitol.

Now just the truck cruising through the streets would have been a great piece of showmanship. But, thanks to the ingenuity of director of advertising and publicity, Howard Dietz, and manager of exploitation, William R. Ferguson, an unusual and timely note was added to the stunt. The King and Queen of England, as you know if you read the newspapers, were the guests of the City of New York. Taking advantage of this one-day visit, Dietz and Ferguson had the ballyhoo truck follow the British rulers' journey along West Street, catching the spectators as they left the West Side Express Highway when the royal procession had passed. Lined up along here were thousands and thousands of spectators who were not only an audience to the royal couple but to the street ballyhoo as well. Following the parade, the truck proceeded to the



Smash Tarzan Float

Decorated to represent a scene from the picture, this smashing truck ballyhoo was on the streets a week in advance of the film's New York opening. It had a large audience as it followed the procession of the British rulers who were visiting New York. It was also at the N. Y. World's Fair.

Here's Your Cast and Credits

Tarzan .....Johnny Weissmuller
Jane .....Maureen O'Sullivan
Boy .....John Sheffield
Mr. Lancing.....Ian Hunter
Sir Thomas Lancing..Henry Stephenson
Mrs. Lancing.....Frieda Inescort
Mr. Sande.....Henry Wilcoxon
Mrs. Richard Lancing.....Laraine Day
Mr. Richard Lancing.....Morton Lowry

Metro-Goldwyn-Mayer Picture

Produced by SAM ZIMBALIST. *Directed by* RICHARD THORPE. *Screenplay by* CYRIL HUME. *Based upon the characters created by* EDGAR RICE BURROUGHS.



50,000 Boys Grabbed 'Em

When Johnny Weissmuller appeared in person at the Capitol, 50,000 autographed imitation photos, autographed by the Tarzan family, were distributed to the thousands of boys who gathered at the theatre. One of them is reproduced here.

Fair where it circled the grounds several times.

Then, stealing a march on the royal couple, it went ahead of them to Columbia University, where it got the crowds who were waiting for George and Elizabeth to make their appearance at the institution of learning.

After this, the truck cruised the five boroughs in advance of the opening of "Tarzan Finds A Son!" at the Capitol. If you live in the east or midwest, it's likely that the ballyhoo will be coming your way soon for, according to present plans, MGM will send it out through the territories. In all probability you'll be notified if its going to hit your town—and you'll be notified well enough in advance to create publicity that will assure a maximum crowd along the streets to witness the ballyhoo that thousands and thousands saw in New York.

Another Salient Advance Stunt

Another important advance publicity stunt was Johnny Weissmuller's request to Sixth Deputy Police Commissioner John H. Morris, head of the Police Athletic League, to help him find New York's boy Tarzan from among the 100,000 or so youngsters in the League. Morris gave full cooperation.

Plans were then made to have Johnny Weissmuller appear in person at the Capitol on the opening day of the picture. Although the opening day was moved ahead from Thursday to Wednesday, there were no alterations in the plans to have Weissmuller at the theatre on Thursday. He was there, and so were thousands of youngsters, a majority of them from the League, but all of them from everyone of the five boroughs.

Received Membership Buttons

They met Johnny in person—easily the thrill of any youngster's lifetime—and each received a membership button to the Sons of Tarzan Club. Every boy who was there at the specified time received a free photo of the Tarzan family, signed by themselves. Each of the membership buttons had a number on it, and boys who held buttons with lucky numbers were given free tickets which admitted them to the first performance of "Tarzan Finds A Son!" as guests of Major Bowes, the Capitol's genial managing director.

To publicize this outstanding event, to make sure every boy in every borough knew about it, thousands of cards, handbills and heralds were passed out. For example, 100,000 of the giant imprinted heralds were distributed. And if we can take a moment here, we'd like to warn every exhibitor that if he doesn't order a few thousand of these sensational seat-selling heralds, he's missing out on a great exploitation bet.

Well, to get back to the subject again, 1,000 window cards printed with green ink on white background were placed in every available window and spot. The number of handbills passed out totaled 250,000. Five thousand one-sheets on the picture were posted throughout New York.

On the morning of Weissmuller's personal appearance, 50,000 Tarzan family autographed photos were given out, and 25,000 of the lucky numbered buttons were gobbled up by the avid boys before one could say "Johnny Weissmuller." Tarzan Ice Cream was promoted for free distribution to the kiddies. And Johnny taught them the fine points of the famous Tarzan yell.

After all this, no wonder the streets in front of the Capitol were mobbed. If we had been a little boy again you can bet our patched-up britches that we'd have been there in line long before anyone else arrived.

But this wasn't all of the great campaign which already was attracting large crowds to the first few days' performances of "Tarzan Finds A Son!" On the following Saturday, the Police Athletic League's best boy swimmers under fourteen years of age were selected. At least a hundred of them met at the New York World's Fair, where Weissmuller selected the winner. An appropriately engraved silver cup was awarded the best Tarzan, Jr. double. Others received medals from Tarzan Weissmuller, and all got to see the Fair and the Aquacade show.

Brought In Extra Business

Well, that seems to sum it all up. Of course, this ballyhoo was all in addition to the Capitol's enlarged newspaper advertising campaign and regular billing. And it brought in extra business. In your own town you can select a Tarzan, Jr.; you can have a special morning show with free Sons of Tarzan buttons given out just as was done at the Capitol. And even though Johnny himself can't be there, we'll bet every kid in town will. If the special truck ballyhoo's itinerary can't possibly include your own town, there's no reason to be dismayed, for your artist and a carpenter can rig up a similar ballyhoo.

"Tarzan Finds A Son!" is a thrill picture—and thrill pictures are tops with the masses. And since the newest Tarzan is hailed as the best of them all, you have a chance to go out and do your stuff. Be circus-like in your exploitation. Whoop it up! As for tieups, in which you are undoubtedly interested, there are more than a dozen that are nationwide in their scope and which will enable you to fill many a window and grab several inches of free space in the newspapers.

Give your lobby a jungle setting. In the photo layout showing the crowds at the Capitol to greet Weissmuller, you'll get some swell ideas for your front. Notice in particular the photo which shows Tarzan and Tarzan Jr. swinging alongside the huge vertical sign. By blowing up one of the stills showing the two swinging among the trees, or by having your artist create his own figures, you can duplicate this attention-getting marquee display. The posters emphasize action and thrills, and they're flashy and colorful enough to do a grand selling job if you'll only plaster the town and countryside with them.

Truly, it would require pages and pages to tell you about all the things you could do in the manner of exploiting "Tarzan Finds A Son!" We wish we could go into more detail, but space limitations prevent that. Still, we believe that wide-awake showmen will know what to do—sort of through instinct, as it were. Just as one knows what to do when a big dish of delicious ice cream is placed before him, so a showman knows what to do when a new Tarzan feature comes along. He'll go out and ballyhoo it to the skies for extra profits.

Try Tarzan Film As Single Feature With Quality Shorts

Because it has its quota of thrills, action and romance; because its story is better and more novel than any previous Tarzan film, "Tarzan Finds a Son" is going to find great favor among your patrons. It will appeal to all classes—they'll surely love it.

For these reasons, it is our belief that wise exhibitors will be those who run this attraction as a single feature, dispensing with, for the time being, a second feature. The film's drawing power, and the fact that many outstanding shorts are available, make this method of presentation advisable.



Crowds Mob Capitol to See Weissmuller In Person

Perhaps this collection of scenes taken at the Capitol Theatre in New York on the morning of Weissmuller's personal appearance will give you an idea of the large crowd of youngsters that mobbed the Broadway showplace to see their favorite, to receive lucky numbered buttons that would admit them to the first performance of the film, to get a cup of Tarzan Ice Cream and to receive one of the autographed photos. It was a stunt that made all New York sit up and take notice.

The Box Office Slant

Clouds Over Europe

(Continued from page 14)

son on it. It draws alongside the ship, and the mystery is solved.

SUMMARY: Don't let that title fool you! Although it suggests perhaps sabotage, espionage and aviation which, of course, are in the picture, it nevertheless fails to convey the gay comedy that permeates this thoroughly entertaining film from a few moments after the opening scene until the very end. If you're expecting 79 minutes of deep-dyed drama, you're in for a pleasant surprise. Here is easily one of the finest British importations to date. It moves along with a zip that keeps the audience intensely interested, and although its theme could indeed be a serious one, the characters seem to be kidding the plot with their tongues in their cheeks. There's a free-for-all on the salvage ship "Viking" near the end that's tops for sheer excitement. Ralph Richardson, as the Scotland Yard investigator, is easily the most delightful and ingratiating actor on the screen. His performance is exceptionally good, topping even that as the doctor in "The Citadel." Hollywood would be fortunate to have him under contract. Laurence Olivier does well as the crack pilot, and Valerie Hobson is charming and likable as the feminine newspaper reporter. The only possible obstacle in your path to reaping satisfactory grosses on "Clouds Over Europe" is that its cast, with the exception of Olivier who soared to the heights in "Wuthering Heights," is not too well known here. But if you loosen your advertising purse strings, and emphasize the film's comedy, engaging romance, action and thrills, you should do all right with it. Much favorable word-of-mouth comment will get around following the opening.

OUTSTANDING: Ralph Richardson's delightful and brilliant performance.

Catchline: "Thrilling in its mystery, action and suspense — laugh-provoking in its gay comedy." (FAMILY)

Murder Is News

Warwick Mystery-Drama 55 mins.

Mystery Drama With Cast of Unknowns Obviously Destined for Dual Situations

(National Release Date, June 1)

Cast: John Gallaudet, Iris Meredith, George McKay, John Hamilton, Frank C. Wilson, William McIntyre, Doris Lloyd, John G. Spacey, Colin Kenny, Fred Bass. Screenplay by Edgar Edwards. Directed by Leon Barsha.

Plot: McIntyre is murdered when he goes to his town house after learning his wife, Doris Lloyd, and stepson, Wilson, are meeting there to discuss her divorce from him. Gallaudet, a sensation-seeking newspaper columnist, finds McIntyre's body; but after being knocked out, discovers it has been removed. Suspicion falls on a number of people, but when the body is recovered the motive for the murder is established and the guilty man brought to justice.

SUMMARY: This low-budgeted murder mystery was obviously produced for the dual situations. Most of the footage is involved with the questioning of suspects—a knock on the head, a "ride" and the imprisonment of the villain with the ace reporter and others in a secret vault furnishing the only bit of suspense and excitement in the entire picture. As the newspaper "snooper," Gallaudet does his best to be what a columnist should, but reporters may be mystified at the interpretation. No performances stand out, although none is particularly bad. The direction is satisfactory and the photography fair. Where patrons are not too exacting in their choice of screenfare, "Murder Is News" should capably fill the lower spot on a double feature booking. Try to imprint the announcement of your showing in red across the front page of certain editions of your local newspaper. The title lends itself to advertising gags such as "A man biting a dog is a commonplace thing by now—but 'Murder Is News'."

Catchline: "A missing body—obstacles in the path of justice—but he didn't stop until he revealed the murderer." (ADULT)



Unusual One-Sheet Boards

Two unusual one-sheet boards, one a money-back guarantee and the other a notice that no one would be seated during the last 15 minutes of the picture were used in front of the Babcock Theatre by Manager C. L. Hollister as part of his campaign on Warners' "Dark Victory."

Money Dates

JULY

23rd

STEVE BRODIE JUMPED from Brooklyn Bridge, 1888. In celebrating the 51st anniversary of this event, tie up by running any picture featuring daredevils. Plant a newspaper feature about modern daredevils, including those in your current pictures.

24th

PIONEER DAY IN UTAH. Since this is the anniversary of the Mormons reaching Great Salt Lake, it should be the occasion for suitable celebration in that state. MGM has made a short subject, "The Miracle of Salt Lake," which would be an appropriate addition to your regular program.

25th

OCCUPATION DAY IN PUERTO RICO. This day should be suitably observed in the island and can be made the background for a good Spanish American War picture.

26th

POSTAL SYSTEM ESTABLISHED, 1775. This offers the opportunity for you to play host to the local stamp club. Stage a philatelic exhibition in your lobby.

NEW YORK RATIFIES CONSTITUTION, 1788. This seems to tie in with the N. Y. World's Fair. N. Y. state exhibitors would do well to contact Fair officials to see if any tieups are possible.

27th

FIRST ATLANTIC CABLE COMPLETED, 1866. Get the telephone and telegraph companies to tie up with you on some picture featuring trans-Atlantic cables.

28th

WORLD WAR BEGAN, 1914. Run a War picture or one with a War background in commemoration of this event.

Table Tennis Match On Stage of Babcock Draws Extra Patronage

There must be many ping pong enthusiasts in your town; teams may even be formed. Well, although this stunt might not be practical during the summer months, you can put it away in your tickler file for winter use.

They play ping pong—pardon us, table tennis—up in Wellsville, N. Y., so when a match had determined the local high school champions, a challenge came from Alfred University for the local champs to meet theirs. The challenge was accepted. And the match was played on the stage of the Babcock Theatre.

According to Manager C. L. Hollister, it was announced at the previous week's contest, at stage events, by a 40x60 display board, and by boxes in regular newspaper ads. This activity resulted in extra business, bringing out the high school students.

The winners were awarded a gold cup, suitably engraved, promoted from a local jeweler in return for stage publicity

You can promote the same kind of a contest when the snow begins to fly.

Plays Up Safety Theme

In selling "Only Angels Have Wings," John Rogers, Harrisburg, Pa., theatre manager, played up safe driving by stenciling on the sidewalks at downtown intersections, "'Only Angels Have Wings—Watch Traffic Lights'." He also put out 5,000 door knob hangers which stressed the safety theme, and induced a local radio announcer to read off the license numbers of cars spotted for courteous driving. The lucky owners received tickets to see the film.

"Drive Carefully—Let Us Live—"

Signs bearing the copy, "Let Us Live—Drive Carefully to see 'Let Us Live' at the Hamilton," were placed on lamp posts by Manager R. Kennedy in conjunction with the showing of "Let Us Live" at Warners' Hamilton Theatre, Chicago.

Good Parking Tag Gag

When "Sergeant Madden" played at the Rialto Theatre, Racine, Wis., parking tags were distributed. On one side the copy read, "Did you ever try to 'fix' a ticket issued by 'Sergeant Madden' for speeding, parking or any other violation of the law? Wow! He's one tough baby to 'fix'. (See other side)." On the other side copy read, "Don't miss Wallace Beery as 'Sergeant Madden,' etc."



Winners in Boy Tarzan Hunt

Divisional winners in the Police Athletic League's quest for a boy Tarzan were guests recently of Johnny Weissmuller at the Aquacade at the New York World's Fair. It was part of the housing exploitation campaign conducted in conjunction with the Capitol Theatre's showing of MGM's "Tarzan Finds a Son!" in which Weissmuller is featured with Maureen O'Sullivan and John Sheffield.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

• • • Strollin' Thru the Studios • • •

Warner Bros. have announced the signing of GEORGE RAFT for the title role in "The Patent Leather Kid", re-make of the fight picture that starred RICHARD BARTHELMESS in the silent version. RAFT is currently working in "I Stole a Million", at Universal.

WILLIAM WYLER's first assignment on his new four-year contract with SAMUEL GOLDWYN will be "Stranger at Home", with GARY COOPER slated for the leading role. The new WYLER contract calls for two straight years with option for a second two. Jo SWERLING is writing the screenplay for "Stranger at Home".

WALTER HUSTON will replace THOMAS MITCHELL in Paramount's "The Light That Failed" now before the cameras. Producer-director WILLIAM WELLMAN made the change when he found that MITCHELL was held at Columbia on previous commitments.

RKO has given JOHN FARROW three directorial assignments. The first to go before the cameras will be "Full Confessions", VICTOR McLAGLEN-SALLY EILERS co-starrer. The other two are "The Saint's Vacation" and "Father Damien", based on FARROW's book.

Universal's "Hawaiian Nights" got the starting gun this week with AL ROGELL directing for Producer MAX GOLDEN, JOHNNY DOWNS, CONSTANCE MOORE, EDDIE QUILLAN and MARY CARLISLE are featured.

EDWARD SMALL is negotiating with BRIAN AHERNE for the title role in his forthcoming production, "Christopher Columbus", scheduled for early shooting. One of the previously announced pictures on SMALL's United Artists quota will be shifted to the 1940-41 program to make room for "Columbus".

Republic intends working right through the summer months in order to complete the ten pictures left on the 1938-39 schedule. CHARLES FORD is being shifted back to an associate producer berth, in a revamping of the production organization, and ROBERT NORTH has assumed M. H. HOFFMAN's berth.

Pre-recording of songs for "Everything's On Ice", was started this week by Principal Productions. Six-year-old IRENE DARE does one solo number, "Georgie Porgie", written especially for her by MILTON DRAKE and FRED STRYKER.

With the signing of RUTH ROGERS for the feminine lead, "The Man From Texas", TEX RITTER's newest western, got the starting gun from Producer ED FINNEY at the Monogram Ranch. AL HERMAN is directing from an original screenplay by ROBERT EMMETT.

WESLEY RUGGLES will take a plane for Tucson, Ariz., instead of returning direct to Hollywood. RUGGLES will spend several days in and near Tucson examining location sites for Columbia's "Arizona", starring JEAN ARTHUR, which he will produce and direct.

What the well dressed Hollywood "man-about-town" will wear, will be solved for one day at least, when virtually every Screen Star of note turns out on July 15th in the annual clash between the Comedians and Leading Men for sweet charity. Still like KARLOFF for umpire.

MGM is negotiating a new contract for JEANETTE MacDONALD, who wound up her last deal with "Broadway Serenade". New contract will call for two pictures a year, with "Smilin' Through" scheduled for the first production.

MAX BAER checks in at Grand National the end of the month for his first western picture, "Singin' Cowboy", which JACK SKIRBALL will produce. Production will be rushed to permit BAER to begin his refereeing tour in July.

SAM KATZMAN has signed SAM NEWFIELD to direct the next two TIM McCOY westerns for Victory Pictures. The first, "Straight Shooter", goes before the cameras immediately, to be followed shortly by "Fighting Renegade".

D. W. GRIFFITH returns to the film business as an associate in the HAL ROACH organization, and will serve in an advisory capacity on ROACH's 1939-40 program for United Artists release.



Eddie's Guests

EDDIE ALBERT *(second from left), playing the male lead in Warner Bros.' "On Your Toes", entertains* MRS. C. F. MOTLEY, MRS. ASHER SHAW, MR. SHAW *of the United Detroit Theatres and* MR. MOTLEY *of the Griffith Amusement Company with offices in Oklahoma City.*



A Typical Tintype Pose

The cast and director of Paramount's "Happy Ending" get together for a typical 19th century snapshot. Left to right: DIRECTOR LEWIS MILESTONE, PAT O'BRIEN, GEORGE E. STONE, OLYMPE BRADNA, ROLAND YOUNG *and* REGINALD GARDINER.

WB Announce Change in Sequel Plan for "Four Daughters"

Warner Bros. announce a change in plans for future films in which the leading members of the "Four Daughters" cast will appear. After the preview of "Daughters Courageous", executives have decided that subsequent films will be sequels to the later film, instead of its predecessor.

JOHN GARFIELD, who was "killed" in "Four Daughters", and FAY BAINTER, who makes her debut with that picture's team in "Daughters Courageous", would have no logical place in the sequels to last year's picture.

Decision to make "Four Wives" and "Four Mothers" as sequels to "Daughters Courageous" will enable Warners to utilize the entire cast that appeared in the current hit.

Tim Holt Awarded Role

TIM HOLT, now playing one of the supporting leads to GINGER ROGERS in RKO's "My Fifth Avenue Girl", has been assigned to an important role in the studio's forthcoming production of "Three Sons", featuring EDWARD ELLIS. Also in the cast will be VIRGINIA VALE and ROBERT STANTON, making their screen debuts after being selected from the "Gateway to Hollywood" talent quest conducted by JESSE L. LASKY, ROBERT SISK will produce.

Sandrich Signed by Paramount

MARK SANDRICH, who directed "Man About Town", was signed by Paramount to a long-term producer-director contract. SANDRICH will produce and direct "Buck Benny Rides Again", a hitherto unannounced production starring the celebrated comedian, with ROCHESTER (EDDIE ANDERSON), who made a sensational hit in the last BENNY picture. Starting date will be announced as soon as SANDRICH returns from a vacation in New York.

Goetz, Montgomery Sail

BEN GOETZ, MGM English production head, and ROBERT MONTGOMERY, sail for London this week.



Linda's First Kiss

This may not be an extraordinary scene, but it is a milestone in the life of young LINDA DARNELL *who is shown here about to be kissed for the first time by* JAMES ELLISON. *It is all for a scene in "Elsa Maxwell's Hotel For Women", but* LINDA, *Hollywood's latest Cinderella girl, had never been kissed until the scene was shot.*

Gene Lockhart Gets Heavy Role in MGM's "Blackmail" Feature

GENE LOCKHART will act the role of the heavy in MGM's "Blackmail", starring EDWARD G. ROBINSON and a supporting cast including RUTH HUSSEY, GUINN WILLIAMS, JOHN WRAY and ARTHUR HOHL. LOCKHART, who turned from his accustomed comedy to villainy with amazing results in WALTER WANGER'S "Algiers", will enact an even more despicable role.

BOBS WATSON, who recently finished a featured spot with LIONEL BARRYMORE in "On Borrowed Time", has also been set for an important part in the picture.

"Blackmail" is now before the cameras at the Culver City plant under the direction of HENRY C. POTTER with JOHN W. CONSIDINE, JR., producing.

Republic Signs Wayne

JOHN WAYNE has been signed to a new contract by Republic which calls for five top-budget pictures a year at the home lot, and permits him to take any outside assignments that will not interfere with Republic's shooting schedule. WAYNE finishes his final Three Mesquiteers feature with "Raiders of the Wasteland", set to start this week. First under the new deal will be "Wagons Westward", which will start after he completes his loan-out to RKO.

Claims Priority Rights

Warner Bros. is claiming priority rights to the filming of the story of "Father Duffy and the Fighting 69th". Studio has shooting script ready for immediate production and has announced the cast with PAT O'BRIEN scheduled for the title role, with JOHN PAYNE and JANE BRYAN in support. DARRYL ZANUCK issued a statement this week that 20th Century-Fox would make a picture on the same plot theme.

"Guardsman" as Musical

A musical version of "The Guardsman" is fairly certain to be produced by MGM during the coming season with JEANETTE MACDONALD or MILIZA KORJUS in the feminine lead opposite NELSON EDDY, and ROBERT LEONARD as producer-director. The Molnar play was made several years ago by the same studio with ALFRED LUNT and LYNN FONTANNE.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Interviewed "SANDY" on the set of Universal's "Unexpected Father," and if "ga-ga" means what we think it does, the kid's okay. DIRECTOR CHARLES LAMONT must have felt at home with all the youngsters around, but we would suggest that they do something about the parents. Reminded us of Grand Central Station.

Warner Bros. have another boxoffice hit in "Daughters Courageous", even though it is *not* a sequel to their highly successful "Four Daughters". Here's a cleverly told story, with excellent trouping and direction . . . a picture full of showmanship angles for showmen.

We'll soon be seeing GENE AUTRY gallop across the comic strips of our daily and Sunday papers. Deal has just been closed by MITCHELL J. HAMILBURG, GENE'S tie-up manager, with the Walton Features Syndicate, servicing several hundred newspapers.

All set to join HARRY SHERMAN and the "Argentina" troup at Lone Pine when Editor "CHICK" blew in and threw a monkey-wrench into the works. Don't know if he knows it or not, but the next "bonus" trip to New York will find the "oldtimer" hitting the rails.

Both 20th Century-Fox and Warner Bros. have announced a picture based on FATHER DUFFY and the fighting 69th. Could it be possible that the fighting chaplain had a double life, or are they both thinking about the same story? How about getting the old company together, and putting it to a vote?

There's a lot of noise around Hollywood about a picture deal for ORSON WELLES, with the ten-percenters climbing over each other, trying to edge in on the deal. We know of one studio that could use a guy like WELLES, just to *keep* a few of their producers awake . . . or scare the "what's-this" out of them.

Wonder if all the "blurbs" about the RUSSELL-GODDARD fight in MGM's "The Women" is as serious as JOAN CRAWFORD's singing and skating in "Ice Follies of 1939."



"Sandy" Gets a Haircut

And from the looks of the above, DIRECTOR CHARLES LAMONT *could use one, too. Both are busy on Universal's "Unexpected Father", with an all-star cast including* MISCHA AUER, DENNIS O'KEEFE, SHIRLEY ROSS *and* JOY HODGES. KEN GOLDSMITH *is the producer.*



In Strict Confidence

When a couple of young fellers want to talk things over in confidence, a movie set is the last place to be. BOB BREEN *and* STYMIE BEARD *are in the midst of a plot for a scene in* SOL LESSER'S *RKO-Radio release, "Way Down South".*

Work Starts on Script of New Laurel and Hardy Film

RALPH SPENCE and FRED SCHILLER have been signed by Boris Morros Productions to write the screenplay for "The Flying Deuces", in which STAN LAUREL and OLIVER HARDY will star for RKO this summer. Work on the script will be started immediately.

MORROS will produce the comedy feature, with EDWARD A. SUTHERLAND directing. SUTHERLAND will be remembered for his splendid direction of such films as "Diamond Jim", "Poppy" and "Champagne Waltz". Shooting is scheduled to start as soon as the LAUREL-HARDY combination finish their present assignment at the HAL ROACH studio.

Newest Wanger Film

WALTER WANGER'S newest United Artists picture, which enters production late this month, will be "Eternally Yours", co-starring LORETTA YOUNG and DAVID NIVEN with HUGH HERBERT in a featured role. TAY GARNETT will direct from an original screenplay by GENE TOWNE and GRAHAM BAKER.

War Comedy Starts at 20th-Fox

"Tin Hats", a wild war comedy starring JANE WITHERS and the RITZ BROTHERS, went before the cameras early this week under the direction of H. BRUCE HUMBERSTONE. Executive producer SOL M. WURTZEL started preparations three months ago, but kept his plans quiet because of his wish to present Hollywood's first big war comedy of the year.

Universal to Debut Newcomers

LEWIS HOWARD and ROBERT STACK have been signed by Universal as leading men in DEANNA DURBIN'S starring vehicle, "First Love", which gets under way this week with HENRY KOSTER piloting for PRODUCER JOE PASTERNAK. Both HOWARD and STACK are newcomers to the screen and are under term contract to the studio.

Quits U after 6 Years

EDMUND GRAINGER, upon expiration of his associate producer contract, left the Universal studio last week after six years on the lot. GRAINGER supervised about fifty pictures, his last assignment being the SIGRID GURIE feature, "Forgotten Woman". Following a short vacation, he will announce his new affiliation.

The Short Subject

Dealing realistically with the booking, advertising and exploitation of the newsreel, serial and short, and emphasizing their importance.

Ties In With Newsstands

The Keith's 105th Street Theatre of Cleveland has tied in for March of Time promotion with a large local news company. Several hundred posters are used each month on the newsstands within the drawing area of the theatre, costing the theatre only a few passes and giving the house advertising space which can't be bought. Theme copy for the posters follows—"Be better informed in 1939. Make TIME magazine a weekly habit—your copy on sale here." Then follows copy devoted to the current March of Time.

Unusual Angles Will Sell Musical, "Dream of Love"

Because it is more than ordinary screen musical, "A Dream of Love" will be of interest to all true movie lovers. Accordingly, it merits more than ordinary attention in all your advertising mediums.

Besides being a solace, music is also said to be of major interest to the blind. The story in this picture is told primarily with music. Therefore, why not invite a chosen group from a local school or institution for the blind to be your guests at a special screening? Let them be the guests of the newspaper, with a reporter on hand to get their reaction after they've "seen" it. Their ability to follow the story in spite of their handicap will probably amaze you, and will make good newspaper feature copy.

If you hold an advance screening for various leaders in the music field, it should result in additional patronage for you when the engagement opens.

For a good radio tieup, stage a music memory contest in which several Liszt melodies are played, with tickets offered to the first certain number of people who correctly identify the compositions.

You should contact the music shops for window displays. Remember, too, that many books have been published about Franz Liszt, which makes tieups possible with your public library and book shops.

"Story That Couldn't Be Printed" Timely Subject for Exploitation

Freedom of the press is a timely and vital subject, not only to all newspapermen, but to the public as well. Therefore, a subject that's appropriate for smart exploitation is John Nesbitt's Passing Parade, "The Story That Couldn't Be Printed." A screening for publishers and executive editors of all local newspapers would surely win columns of discussion on the MGM release.

For a worthwhile newspaper tieup, why not get the newspaper to invite members of the school journalism classes to be their guests at a special performance of the film?

Much of the picture's action has to do with the trial of John Zenger, obscure newspaper publisher, who, in 1734, printed the story which won America's cherished freedom of the press. In view of this, it should have a strong appeal for your legal fraternity. A postcard on which the copy reads, "Hear one of the most brilliant speeches in American courtroom history, as delivered by Andrew Hamilton in this factual reenactment of the trial which established America's freedom of the press, etc." should be mailed to all local attorneys.

Twenty-Two Additional Manufacturers to Sponsor Novelties on "Gulliver's Travels"

With production past the half-way mark on the feature-length Technicolor cartoon, Max Fleischer's forthcoming "Gulliver's Travels," Lou Diamond, head of Paramount's licensee department on this feature, announced at the company's recent sales convention the signing of contracts with twenty-two additional manufacturers who will sponsor novelties based on characters to appear in this cartoon feature.

New Firms Tieup

Among the new contracts closed and calling for the manufacture of novelty merchandise of exceptional value to exhibitors in preparing exploitation campaigns on "Gulliver's Travels" are the following: Brian Fabrics Corp., printed colored scarfs; Banner Bros. Inc., children's hand bags; Cohen & Rosenberger Inc., novelty jewelry; Milton Bradley Co., boxed paper and cardboard games; Fuld & Co., valentines; Einson-Freeman Co. Inc., comic masks and window displays; Ivon Bear Co. Inc., lamps and interior decorations; Hazel-Atlas Glass Co., glassware; J. R. Brundage, Inc., composition books, tablets, pads and stationery; Decorative Utilities Corp., hand painted, 3-dimension Decco plaques; Willard & Giles, ribbons and hair novelties; Kerk-Guild, Inc., character soap in model form; Micro-Lite Co. Inc., flashlights and novelty battery articles; Joseph Love, Inc., children's dresses, sunsuits, playsuits and pajamas; Gardner Display Co., large mechanical displays; American Decalcomania Co., decalcomanias put in packages and sheet form; United Lithographing Co., lithographed and silk screen art wooden plaques and embossed, printed and lithographed pictures; Zell Product Corp., coin banks; Charms Co., hard and soft candy; Perry Knitting Co., sweatshirts; Rich Manufacturing Co., doll houses, forts, castles and pull toys, and the Apron Novelty Co. for costumes.

Ready for Action

Contracts have previously been closed with the following organizations: Saalfield Publishing Co., Sun Rubber Co., Ideal Novelty and Toy Co., American Miniature Co., Norwich Knitting Co., and Ira G. Katz.

In addition to the above licensees already under contract for novelty merchandise on "Gulliver's Travels," the company's licensee department is negotiating with twenty additional manufacturers on other articles suitable for this outstanding tie-up.

"Gulliver's Travels" is a screen adaptation of the famous Jonathan Swift story, now in production at the Max Fleischer Studio in Miami, and is scheduled for national release during the Christmas holidays.



Tieup on "Air Waves"

Through the efforts of Frances Barr, of the Melba Theatre, Dallas, Texas, a tieup was arranged between the theatre and local Station WFAA whereby the RKO-Pathe Reelism, "Air Waves" was given spot broadcasts following important programs each day for four days. Special stories were featured in the Dallas newspapers, and the set-piece, shown above, was displayed in the lobby of the Melba. This is just more proof that "Air Waves" is worthy of extra selling effort.

Book Your Short Subjects With Care, And Not Just as Fillers

Attendance at a neighborhood theatre recently inspires us once more to warn exhibitors to book and arrange their short subjects with as much care as they do their features. At the show we attended, there were two travel reels and two cartoons. It would have been bad enough to run a travel reel, cartoon, travel reel and cartoon; but to bunch them up so that the audience was traveling around the world the first twenty minutes and watching the antics of two different cartoon characters the next fourteen or so was just a little too much.

With so many types of short subjects available from practically every releasing company, there is no reason under the sun why any exhibitor, whether he be in Keokuk, Iowa, or Kokomo, Indiana, can not make his short subject program as diversified and interesting as possible. Don't book your shorts as fillers; book them to heighten the entertainment value of your show.

RKO Arranges Effective Golf Promotion for "Smooth Approach"

Instruction articles on golf by Horton Smith and Dick Metz are being used by RKO Radio Pictures' publicity department to cash in on the short "Smooth Approach" through the interest in the national open championship this week and local tournaments throughout the land.

Smith and Metz are featured in "Smooth Approach" along with Jimmy Thompson and Ed Dudley. Smith gives the golfing "bugs" pointers on putting and Metz on the water hazards and their articles have gone forward to several hundred sports-page editors.

IN THE SHORT SHOPS

MGM

A forthcoming Harman subject, "Goldilocks And The Three Bears," now in its final stages, will be released as the first extra length cartoon of the current series.

RKO-Radio

Two-thirds of Walt Disney's schedule of short subjects for next year have already been completed. Twelve of the shorts, out of the seasonal eighteen, are finished while two others are in production now. It will definitely be a Donald Duck year due to popular demand of the public to see more of the belligerent Donald, although Mickey Mouse will come in for a share of stellar billing, too. Some of the completed shorts that Donald Duck will star in are: "The Riveter," "Officer Duck," "The Billposters," "Donald's Dog Laundry," "Donald's Date," 'Donald's Vacation," "Donald's Outboard," "Tugboat Mickey" and "Mountain Carvers.'

Columbia

LeRoy Mason, Dick Boteler and Ernie Adams this week were added to the roster of the new chapter play entitled "Overland With Kit Carson", in which Bill Elliott and Iris Meredith have the leading roles. The story is built around the exploits of the famous frontiersman and scout in the torrid days of the early West. Norman Deming and Sam Nelson are the directors. Richard Fiske, Trevor Bardette and Dick Curtis have already been engaged for this feature.

The four King Sisters, featured vocalists who reached the screen via radio, have been penciled-in for an early one-reel musical in the Community Sing series of shorts. Sings now in preparation, under the supervision of Hugh McCollum, include a medley of the world-beloved songs of Carrie Jacobs Bond, and a group of the nation's best known college songs. Both reels are scheduled to enter production in mid-July.

Jan Leman, director and writer of Columbia's "Fools Who Made History" series, is making a hurried trip to San Francisco this week for further research on noted figures being considered for the series. Leman will spend several days in the Hubert Howe Bancroft library at the University of California. First of the "Fools Who Made History" series is scheduled to go before the cameras July 10. It is "The Story of Elias Howe," inventor of the sewing machine, and is to be followed immediately by an enactment of the epoch-making achievement of Charles Goodyear, who brought rubber into general use. The series of six productions, will be made under the supervision of Hugh McCollum.

Vitaphone

National release date of "Bill of Rights", historical featuret in Technicolor, has been finally set for July 4 to coincide with that anniversary.

Davis Uses Smart Exploitation Tactics in Seling Short Subjects

Localizing state pride in an Indiana composer, Louis Davis of the Vernon Theater, Mt. Vernon, Indiana, played up the Paramount Headliner, "Paramount Presents Hoagy Carmichael" to grab the jitterbug trade. In newspaper ads and a special one-sheet card out front, Davis played up: "Hear Indiana's Own Hoagy Carmichael's Famous Melodies—'Star Dust', 'Two Sleepy People', 'Washboard Blues', 'Lazy Bones', 'Rockin' Chair', 'That's Right!', 'Small Fry'."

Another short which Davis effectively blew up to mean something was MGM's Pete Smith Specialty, "Heroes at Leisure", showing California lifeguards "going native" in the off-season. Davis gave the "life and death" struggles with the shark a thrill-box play in newspaper ads and in the one-sheet out front: "Thrills! Thrills! Thrills! See a Man in a Life-and-Death Battle With a Man-Eating Shark! See a Man Fight for His Life in a Battle With an Octopus! Thrill to Pete Smith's 'HEROES AT LEISURE'. Thrill to Life-and-Death Battles in the Ocean's Depths!"

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning June 24)

ASTOR—Prophet Without Honor (MGM) rev. 6-17-39.
CRITERION—Music Box (MGM) re-issue; Hollywood Hobbies (MGM).
PARAMOUNT—Ghosks is the Bunk (Para.); Death Valley Thrills (Para.); Popular Science No. 5 (Para.) rev. 6-3-39.
RADIO CITY MUSIC HALL—War, Peace and Propaganda (M of T—RKO) rev. 6-10-39.
RIALTO—The Whalers (RKO) rev. 9-3-38 Sporting Irish (Para.) rev. 3-4-39.
RIVOLI—Guatemala (Para.) rev. 8-27-38; Goofy and Wilbur (RKO).
ROXY—Nick's Coffee Pot (20th-Fox); Sports Immortals (20th-Fox).
STRAND—The Right Way (Vita.); Naughty But Mice (Vita.).

CHICAGO LOOP

(Week Ending June 24)

APOLLO—Rural Hungary (MGM) rev. 6-17-39; Hobo Gadget Band (Vita.).
GARRICK—Polar Pals (Vita.) rev. 6-17-39.
ROOSEVELT—Home Early (MGM) rev. this issue; Culinary Carving (MGM); Ghosks is the Bunk (Para.).

McCary Wows 'Em With "Ferdinand" Campaign

Folks down in Corsicana, Texas, are well aware of the fact that the Palace Theatre plays short subjects. We wish that was the case in every city in the United States, for then many of those excellent one and two-reelers would be getting the attention they deserve. Well, at any rate, Terry McCary is doing his best, and succeeding, incidentally, to make sure that every short with selling possibilities gets its full measure of exploitation.

The case in point this time is "Ferdinand the Bull," Walt Disney's Technicolor cartoon. Terry directed his campaign to the students and children; to the former, because they'd come in couples, and the latter because they'd probably bring along an adult.

One of the wooden Ferdinands was promoted and placed on display in the lobby with copy reading, "I'm coming Friday and Saturday. Full of fun, etc."

The staff made a large setpiece using the two-page spread as run by Life. This display was unusually large and could not escape the attention of patrons and passers.

Terry promoted a large bouquet of mums from a local florist to adorn the box office. Using a small bull looking toward the flowers, an accompanying card read, "To 'Ferdinand the Bull,' because he does so love beautiful flowers—from Clowe Floral Co."

In advance of, and during the engagement, two cows were led around town carrying this copy, "This Ain't No Bull! Something to laugh at—Something to remember—'Ferdinand the Bull' at the Palace, etc."

Spot announcements were made over the radio. Two 15-minute programs were broadcast, the chief center of which was an unusual recording of "Ferdinand." Scripts written by the theatre staff concerning local contest were carried over the air.

In the newspapers, Terry featured the cartoon ahead of his feature picture until he was sure everyone was coming to see the cartoon —then he switched the order and plugged the feature. A reader was obtained, which according to Palace manager, is a rarity.

Heralds were distributed to students through the cooperation of the principals. At one school a display was made using the heralds and also an ad on a word contest.

Terry put over a swell contest which he declares could be used on other pictures, too. A certain number of people were provided with passes. If someone said "Ferdinand the Bull" to one of them, he had to turn over his pass. This person, in turn, had to turn the pass over to another person if that person uttered the magic words.

. . NEWSREEL SYNOPSES . .

(Released Wednesday, June 21)

PARAMOUNT (No. 92)—Britain prepares homecoming for monarchs; King and Queen embark from Canada; Ray Winters "bailed out" of parachute tower; English stars at garden party for London charity; W. J. Eck buys first Clipper ticket; "Liquid coal" makes debut as auto fuel at Chicago; California U wins Poughkeepsie Regatta; Invitation Mile at Princeton, N. J.

MOVIETONE (Vol. 21, No. 81)—King and Queen sail for England; Trooping of Colour in London; Atlantic Clipper makes preview flight; Cruisers stage equator-crossing rites; King and Queen of Cotton crowned in North Carolina; Arizona drum and bugle corps at San Francisco Fair; Philadelphia debutantes model for charity; Lew Lehr and stratosphere wedding; Finland's minister pays war debt; Henry Ford and family at N. Y. Fair; William Strang flies to Russia; Prince Teh rules inner Mongolia; Sweden's King Gustav presents colors on Flag Day; Frawn wins Ascot Stakes; Helen Dettweiler wins Women's Western Open Golf title; National Collegiate track and field meet at Los Angeles; Fenske wins Invitation Mile at Princeton, N. J.; Strafaci beats Chapman in New York golf; Gov. Stark of Missouri speaks on crime.

NEWS OF THE DAY (Vol. 10, No. 279)—King and Queen sail for England; London "Troops the Colour"; Atlantic Clipper on preview flight; Finland's minister pays war debt; France honors Marshal Joffre; Italy's legions home from Spain; Fenske wins Invitation Mile at Princeton, N. J.; California U wins Poughkeepsie Regatta.

PATHE (Vol. 10, No. 96)—Majesties end North American tour; Finland meets war debt installment; Kennedy receives Cambridge degree; Axis legions return from Spain; California U wins Poughkeepsie Regatta; London "Troops the Colour"; National Collegiate track meet at Los Angeles; Fenske wins Invitation Mile at Princeton, N. J.; Missouri fans honor Pepper Martin.

UNIVERSAL (Vol. 11, No. 781)—King and Queen sail for England; 30 off for Europe on Clipper; London "Troops the Colour"; Fenske wins Invitation Mile at Princeton, N. J.; California U wins Poughkeepsie Regatta; Henry Ford at N. Y. Fair; France honors Marshal Joffre; Italian legions home from Spain; New Russian envoy only 37; Finland meets war debt installment; Old folks hold convention at Kansas City, Mo.

(Released Saturday, June 24)

PARAMOUNT (No. 93)—Harvard confetti day; Squalus inquiry; Minnesota tornado; Brazilian General on tour; Viking ship in N. Y.; Fire in Chinatown, N. Y.; Gehrig has paralysis; Track meet at Los Angeles; Louis and Galento in training.

MOVIETONE (Vol. 21, No. 82)—Storm at sea; Brazilian General on tour; Viking ship in N. Y.; Harvard confetti day; Airliner christened; Gehrig has paralysis; Australian trotting race; Louis and Galento in training.

NEWS OF THE DAY (Vol. 10, No. 282)—Far East crisis; Minnesota tornado; Viking ship in N. Y.; Harvard graduation; Missouri chief urges clean government; Ohio Day at N. Y. Fair; Swimming pool is dedicated; Miss Britannia vocalizes to keep fit; Gehrig has paralysis; Louis and Galento training.

PATHE (Vol. 10, No. 97)—Brazilian General on tour; Minnesota tornado; Health and beauty league; Squalus inquiry; Viking ship in N. Y.; Salvage ship Falcon; Chestnut three dance.

UNIVERSAL (Vol. 11, No. 782)—Viking ship in N. Y.; Brazilian General on tour; Fire in Philadelphia; Minnesota tornado; Baby boy predicter has girl; "Sandy" gets haircut; Model of S. S. Queen Mary; Children's Day in England; Gehrig has paralysis; Chicago midget auto race; Skiing in Seattle.

Short Subject Reviews STR

RADIO HAMS

Prod. No. S-908 ***Very Good***

MGM Pete Smith Specialty No. 8 10 mins.

Comment: There is the ham (some of us) eat and there are "ham" actors, but few of us ever hear of the radio hams, that army of amateur short wave station operators who courageously offer their services in times of disaster. The reel shows how one of them saved the life of a movie cameraman, Clyde De Vinna, another ham who was overcome while conversing with him. Another scene shows the part a ham played in effecting a rescue at sea. It's a subject that will hold your patrons' undivided atention from beginning to end. Felix Feist directed, with Pete Smith handling the narration.

Exploitation: Many good selling angles on this subject are included in a short article to be found in the issue of June 3, page 42.

SATURDAY NIGHT SWING CLUB ON THE AIR

Prod. No. 4715 ***For Jitterbugs***

Vita. Melody Master No. 15 10 mins.

Comment: In a radio station setting, Leith Stevens and his orchestra play several selections with Bobby Hackett's Swing Band joining in. Nan Wynn sings, Leslie Lieber performs on the toy whistle and Melvin Allen does the announcing. Except for those who are confirmed jitterbugs, this subject will probably be more annoying than anything else. For the latter class, however, it will probably be the best ever. Lloyd French directed.

Exploitation: Tie up with music stores, and with any radio programs on which these artists appear.

PEST FROM THE WEST

Prod. No. 9485 ***Keaton Humor***

Col. All-Star Comedy No. 15 18 mins.

Comment: Following a long absence from the screen, Buster Keaton returns in the type of comedy that made him famous. Here, the frozen-faced comedian dishes out the gags as a wealthy (but dumb) yachtsman whose boat has docked at a Mexican port. To tell the story would reveal some of the gags. Suffice it to say that those who like Keaton, and those who have yet to see him, will get plenty of laughs from his newest effort. Del Lord directed under associate producer Jules White.

Exploitation: Advertise this as a reunion in laughs with the return of Keaton to the screen. Give it a strong plug in your newspaper ads, in your house programs, and on your marquee.

YANKEE DOODLE GOES TO TOWN

Prod. No. K-926 ***Outstanding***

MGM Passing Parade No. 6 10 mins.

Comment: In taking the spirit of democracy from the heart of America and placing it on the screen, John Nesbitt has used the symbol of the old but stimulating air that stirred the Revolutionists to throw off the shackles of British domination—"Yankee Doodle." He shows how the spirit of democracy has carried on since '76, moving ever forward and with firm confidence in the future. This dramatization of 150 years of America's progress is thrilling and inspirational, and the producers have delved into the archives of history to faithfully portray that progress. Here is easily one of the finest patriotic short subjects ever produced, one that every American should see. Credit Jacques Tourneur for a fine piece of direction and John Nesbitt for a masterful and stimulating narration.

Exploitation: Its timely patriotic theme makes it imperative that you stage an advance screening of "Yankee Doodle Goes To Town" for officials of your local Chamber of Commerce, newspaper editorial writers, city officials and heads of various patriotic organizations. To express the title and spirit of the subject, use the song, "Yankee Doodle." Play it over a loudspeaker on a ballyhoo truck driven around town, and play a record through a loudspeaker in your lobby. Since the film was produced with the cooperation of Collier's magazine, tie up with local distributors for news stand announcements, truck banners, inserts, etc.



Delicate Art of Diapering

Tommy Howell, manager of the Bison Theatre, Dallas, who won a 7-day trip to the Metro-Goldwyn-Mayer Studios in that company's Short Subject Exploitation Contest, gets a few pointers from Robert Benchley on the delicate art of diapering a baby. Howell already knows something about the matter, having won first prize on the strength of a diaper-pinning contest held on the stage of his theatre in connection with Benchley's comedy, "How to Raise a Baby."

HOME EARLY

Prod. No. F-957 ***Funny***

MGM Robert Benchley No. 7 9 mins.

Comment: Married men will see their own experience in this newest Benchley subject. Having finished his work at the office early, Benchley returns home early only to find his wife is entertaining the bridge club. The gossips figure something is wrong, or he wouldn't be home so early. Mrs. Benchley is skeptical, too. Her first search reveals him sitting on the stairs. He goes to an upstairs room, where Junior is also isolated from the chatter going on below. Seeing the evening paper on the porch, he slips around the house to get it, and in passing the window is observed by the women, who add this as further proof that something is wrong. Retired now to the basement, Benchley indulges in some liquor, and eventually comes running through the house with Junior's Indian war bonnet and a carpet beater. The laughs may not be of the slapstick variety, but they're laughs. Roy Rowland directed.

Exploitation: Direct the appeal of your ads to that "group of men who try to surprise their wives by coming home early only to find its the day of the weekly meeting of the bridge club."

GOOD NEIGHBORS

Prod. No. 9106 ***Good Stuff***

20th-Fox Magic Carpet No. 6 11 mins.

Comment: This photographic record of the natural beauty, man-made mysteries of South America, our neighbors to the South, is something every patron will enjoy witnessing. First, there is a montage-like presentation of the great cities of the Southern Continent. Next come skytrips over the impressive Andes mountains from Peru to Chile, in which the audience gets an impressive view of the man-made cones of the Nasca Valley. A visit to the pre-Inca settlement on top of the Andes at Macchu Piccahu, Peru, is next, followed by a sky-ride over the famous El Misti crater. The flight over Mt. Huascaron is something to be seen. Seldom does one witness such beautiful photography as this travelogue presents. Lowell Thomas' narration is tip-top. Truman Talley produced.

Exploitation: Give this subject extra space in all your advertising media. Tie up with travel agencies for displays tieing in with your showing and any cruises they may be offering to South America.

ANGEL OF MERCY

Prod. No. K-925 ***Impressive***

MGM Passing Parade No. 5 10 mins.

Comment: Tribute is paid to Clara Barton, the kindly New England school mistress who fought the ravages of war and disaster. She believed women should be near the men in time of war to nurse the injured back to health, and she was responsible for the creation of the American Red Cross. Here is a subject that's deeply impressive, one that will do more for the cause of the Red Cross than any campaign reel ever put out by the organization itself. Sara Haden is excellent in the title role, and Ann Rutherford is featured, among others, in support. Edward Cahn was the director.

Exploitation: Get the endorsement of your local Red Cross chapter in helping you put over your showing. A Red Cross booth could be set up in the lobby where those wishing to contribute to the worthwhile organization could do so. When the time rolls around again for the annual roll call, you should bring back "Angel of Mercy" for a repeat engagement.

SAND HOGS

Prod. No. 9205 ***Interesting***

20th-Fox Camera Adventures No. 5 10 mins.

Comment: The long-neglected job of glorifying the sand hogs, that body of men who bore tunnels and aqueducts out of the earth, has at last been undertaken by the newsreel cameraman, and a fine job he does. One is thrilled as he watches the men in their daily task below the surface. The locales of the film are the Lincoln Tunnel under the Hudson River between New York City and New Jersey and the San Jacinto Mountain Aqueduct. There is electrifying suspense as the workers, with dynamite and dredge, plow through to the completion of their jobs. It's an intensely interesting subject from beginning to end. Lew Lehr handled the narration (without dialect), and Truman Talley produced.

Exploitation: Few people know about the sand hog or his hazardous duties, so for this reason you should place extra emphasis on your publicity announcing the showing of this subject. Give it strong billing in your lobby and in your newspaper ads. Try to plant several little stories about it.

PRICELESS QUALITIES

NEW film emulsions are indispensable to motion picture progress, but only proved reliability and uniformity make them practicable. Eastman *Plus-X*, *Super-XX*, and *Background-X* have those priceless qualities—hence the everyday use they are enjoying throughout the industry.

Eastman Kodak Company, Rochester, N. Y.

(J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

STR PRESENTS

A MONTHLY SECTION of THEATRE EQUIPMENT and MAINTENANCE

June 24, 1939

Now's the TIME

NEVER since the passing of the nickelodean era has the immediate future for the so-called smaller theatre, the 100 per cent "independent," been brighter than at present. Maybe a showman can't live on promises, but the biggest business men of the land have been insisting convincingly that "confidence" is what is needed for a better, bigger business today. Well, you owners and operators of independent theatres, the signs point to high promises for you —and that is the stuff of which "confidence" is made.

Things are happening in this industry. Big, radical changes are implied in many events now taking place in and about this industry. And they argue eloquently that when movements now in progress materialize the "breaks" will be with and for the independent.

But that brings up a question every independent must ask himself and find the answer quickly, not in terms of words, but deeds that will prove him equal to the opportunities that loom on a horizon bright with promise. It means stepping up the quality of showmanship. It also means stepping up the quality of the surroundings in which pictures are presented.

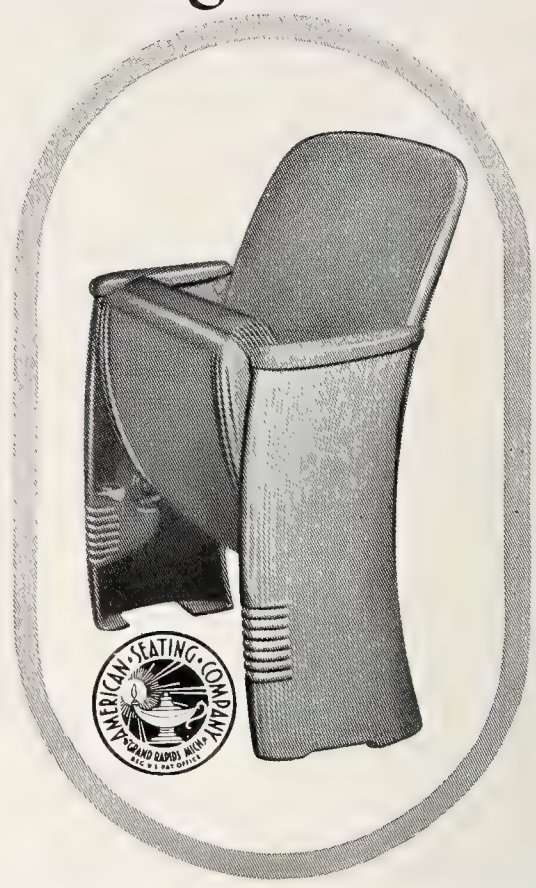
Many and many are the houses in the independent classification that are up to the very highest standards as to theatre quality. But a long battle against depression, recession and plain lousy business at the box office has taken its toll in aggressiveness and certainly in the smart up-keep of theatre plants so necessary to a healthy, hearty and lusty business.

Better looking, newer houses, with minor or major if need be, remodeling or modernizing; better equipment; more luxurious looking surroundings — these are things that no theatre can afford to pass up. To that theatreman whose location is a community neighborhood or a downtown center and who finds his patrons coming in merely to see a certain picture with a take-it-for-granted air as to the theatre in which it is shown, we say "wake up." Show going should be a pleasurable experience in itself. There is only one way to cultivate that spirit, and that is to have a smart, colorful theatre, in which and about which there is an air and atmosphere of brightness, gaiety and a touch of luxury. Every theatreman knows how to obtain that effect. All he has to do is look around and see the many pieces of equipment and building materials available to him.



Since it was first announced in October . . . these leading theatres have purchased*

AMERICAN Bodiform RESTFUL CHAIRS



NEWSREEL.....Radio City, N. Y.
FOUR STAR.....Grand Rapids, Mich.
BROADWAY.....Cape Girardeau, Mo.
ILLINOIS.....Jacksonville, Ill.
GRAND.....Crookston, Minn.
LUX.....Perham, Minn.
RIALTO.....Atlanta, Ga.
BATES.....Attleboro, Mass.
FOX.....Sterling, Colo.
LA REINA.....Van Nuys, Cal.
CENTER.....Cadillac, Mich.
PLAZA.....Dyersville, Iowa
STATE.....Quincy, Illinois
SENATE.....Detroit, Mich.
HINES.....Portland, Indiana
VALENTINE.....Defiance, Ohio
MADISON.....Cincinnati, Ohio
FOREST.....Cincinnati, Ohio
PANTAGES.....Sioux Falls, S. D.
MACK.....Chester, Penna.
STONEHURST.....Upper Darby, Penna.
ROXY.....Fargo, North Dakota
STRAND.....Shelbyville, Ind.
PARK.....Indianapolis, Ind.
MUNRO.....Rolla, North Dakota
ALHAMBRA.....Shelbyville, Ind.
MADISON.....Memphis, Tenn.
MARSHALL.....Marshall, Mich.
MAIN STREET.....Sauk Center, Minn.
JULIAR.....Baraboo, Wis.
NILE.....Bethlehem, Penna.
LIBERTY.....Lincoln, Nebraska
BLAKER'S.....Wildwood, N. J.
COLONY.....Portsmouth, Virginia
STATE.....Endicott, New York
MERALTA.....Los Angeles, Cal.
MILLWALD.....Wytheville, Virginia
OZ.....Fremont, Michigan
FOX.....Helena, Montana
HARDACRE.....Tipton, Iowa
R. K. O. PALACE.....Cincinnati, Ohio
BROUNS.....Cabin Creek, W. Va.
R. K. O. SCHUBERT.....Cincinnati, Ohio
GRANADA.....Cleveland, Ohio
R. K. O. KIETH'S.....Dayton, Ohio
COZY.....Decatur, Michigan
TEXAS.....Waxahachie, Texas
GRAND.....Lemmon, South Dakota
COMMUNITY.....Harbor Beach, Mich.
REGENT.....Muskegon, Mich.

FOX BABCOCK.....Billings, Mont.
STATE.....Long Beach, Cal.
BRAYTON.....Long Beach, Cal.
ROSEWIN.....Dallas, Texas
PALACE.....Marlin, Texas
AVON.....Stamford, Conn.
PALACE.....Penacook, N. H.
MAXINE.....Croswell, Michigan
LIBERTY.....LaGrande, Oregon
REGENT.....Allegan, Michigan
CASTLE.....Newcastle, Wyoming
FOX.....Philadelphia, Penna.
CRYSTAL.....Glencoe, Minn.
DE ANZA.....Riverside, Cal.
MAJESTIC.....Houston, Texas
PALACE.....Cedar Rapids, Iowa
ARROWHEAD.....Onamia, Minn.
AVALON.....White Bear Lake, Minn.
GARDEN.....Flint, Michigan
GLADMER.....Lansing, Michigan
GRAND.....Cooper, Texas
CENTURY.....Buffalo, New York
ISIS.....Kansas City, Mo.
BROWARD.....Ft. Lauderdale, Florida
LYNWOOD.....Grundy, Virginia
DIKON.....Wapato, Washington
LIBERTY.....Whitesville, W. Va.
PALACE.....Wichita, Kansas
AUDITORIUM.....Marshall, Mo.
WAMPAS.....Keosauqua, Iowa
TEXAS.....Sherman, Texas

**Many schools and civic auditoriums, as well as exhibits at both World's Fairs, have also installed American Bodiform Chairs*

American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating

Branch Offices and Distributors in Principal Cities

Outside Lighting Sells Tickets

Are You Losing Patrons Because the Lights are Brighter Elsewhere?



THE LURE OF LIGHT Right, the Roxy Theatre, New York, A picture snapped at night. Mazdas glow from banks of lamps in the marquee soffit.

WILL they pass you by because your theatre lacks the warmth, the brightness and color that can be achieved only by means of smartly brilliant lighting?

You can answer that question yourself without much cogitation by taking a look—a good, impartial, appraising look—at the front of your theatre any night after the nocturnal shadows have fallen and the lights are turned on in stores, homes and restaurants as well as at your theatre. As showmen it is quite worthwhile for exhibitors to remember that the art of lighting as commonly practiced today by most merchants, from humble stationery stores to gilded cafes, received its greatest impetus and encouragement from theatremen. Yet, any traveller by motor or by rail through American towns today can't help but be struck by the more aggressive use of lighting used by ordinary merchants as compared with a great number of picture theatres that are to be observed in a highway or railway trip through towns and cities in this land.

Attracting Buyers

Light attracts people. For years lighting engineers have known and accepted that fact, much as their scientific minds searched and were unable to discover precisely why people were attracted by bright light. The hardened criminal creeping in shadows in pursuit of his foul deeds is a dramatic figure—and a very accurate one. Bright lights are shunned by the man who has no gaiety in his soul and heart. Scientists recognize that fact, take it as a matter of course, and have worked hard and long to make lighting gay, bright, colorful for the express purpose of providing theatres and all places of wholesome social assemblage a means of decorating with light.

There are many ways of lighting the front of a theatre. The development of neon has afforded showmen a most effective tool for making his house blaze forth its message of cheeriness and glamour. Another method, very old and most efficiently developed, is that of floodlighting.

Economical "Flash"

Floodlighting the theatre front, its interesting architectural features, the banners and cut-outs which tell in words and in pictures the features of attraction on the screen, can be emphasized and made dynamic by a bath of light, of gleaming illumination that in itself is an invitation to one and all to come in and be transported to a land of romance and thrills.

By floodlighting, of course, we mean the illumination cast by projected light. A floodlighting projector is a modified searchlight. Time was when showmen had to work hard and ingeniously to get good floodlighting effects. But today—well today, standard equipment that can be set in place with no more trouble than the housewife experiences in placing a lamp on the table is available at prices old-time showmen would have thought ridiculously low. And yet, these boys of the days gone by used this very agent of attraction—floodlighting—to embellish the many other ingenious ideas upon which the motion picture was built to its great mass popularity.

Utterly simple basic principles form the foundation of any lighting scheme employing floodlighting. Projectors, or spot-lights, with a parabolic reflector and a concentrated light source throw a long, narrow light beam. This type is used when the unit is placed 150 feet or more from the building or the object to be illuminated. Thus if it is desired to light a small area from a considerable distance, say 150 to 300 feet, a projector or spotlight with a narrow beam should be used. To cover a larger area and obtain the even distribution of light necessary, a wide angle projector, or floodlight is used. When lighting on the theatre front above the marquee is required, this wide angle spotlight, provided it is to be set on the marquee, is of course the type of projector to be used.

Installation Simple

Recent developments of compact spotlights, set on brackets that can be attached most any place make the matter of theatre illumination most simple. Multi-colored effects gained with this type of lighting are a veritable gift to the showman whose theatre is not of the rich architectural embellishment of more costly theatres.

In any consideration of the question "Do I have sufficient lighting on my theatre?" the showman must take into account the surrounding conditions, his local situation. It is obvious that a theatre on a brightly lighted street with well lighted show windows and numerous electric signs, requires more light than a building set in comparative darkness. The showman should let this factor be his index as to whether he has or has not sufficient lighting outside his theatre. Certainly a theatre, a place of amusement, cannot afford to be less brilliant in its exterior dress than a food market or a shoe store. The theatre must outshine and therefore outbid for the attention of the public the markets and shops situated in his town.

The efficacy of floodlights as dress and decoration cannot be overemphasized. If any showman is skeptical about this, we can only suggest that he take a trip to the World's Fair in New York. There he will see the lighting effects that have been developed for theatres, mind you, put to a use that beggars the employment of light as a decorative and attraction feature in too many of the picture theatres in America today.

Air-Conditioning Has Another Angle Very Often Overlooked

To most theatre owners the installation of air-conditioning has meant more than anything else the opportunity to attract patrons to their houses by letting them know the cool comfort of the inside temperature. With the coming of Winter, the manager forgets all about plugging the qualities of the system.

Yet, it must be admitted, there is another phase in air-conditioning besides merely its ability to keep patrons cool. For one thing, it purifies the air, inviting cleanliness, and this angle has been used by the railroads ever since the system became a part of their coaches and Pullmans.

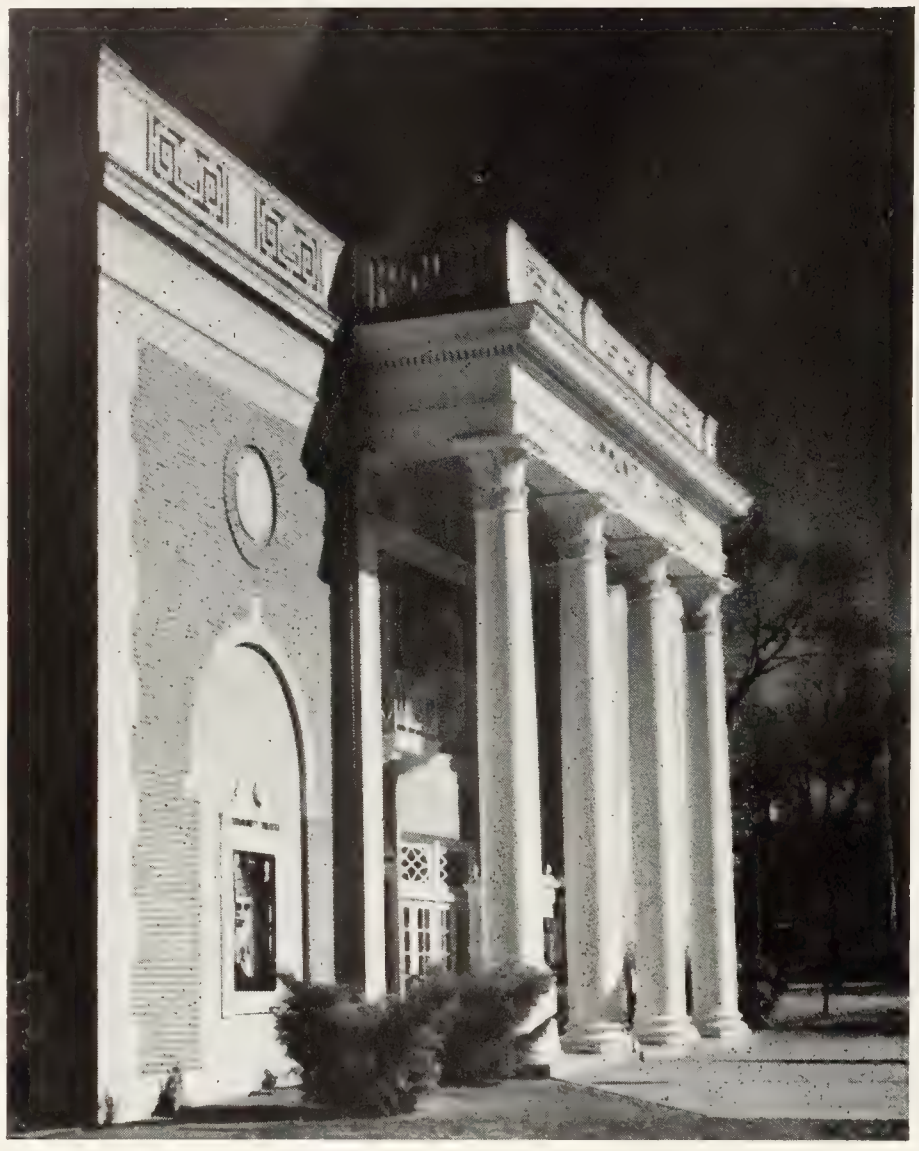
Thus, air-conditioning not only sustains but promotes theatre cleanliness. One's clothes, for example, are maintained in a far fresher state in a theatre with the equipment than in a house which has never installed it. Therefore, the uniforms of ushers and other attendants will remain fresh and crisp, a symbolization to entering patrons tnat comfort is a reality.

In an air-conditioned theatre, courtesy is never strained, for the employe and patron alike are comfortable, efficient and alert. It isn't likely that this would be true if the air were not robbed of its oppressive humidity, impurities and dust by air-conditioning.

Westinghouse Installation

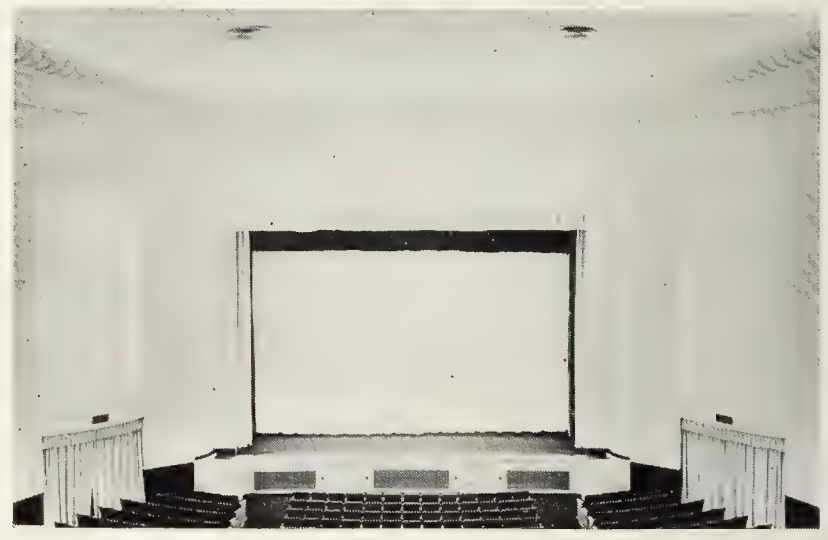
Loew's Theatre, Harrisburg, Pa., has installed the latest Westinghouse air-conditioning equipment at a cost of approximately $50,000.

Theatre Suits Its Community



A Picture House, "Different" in Every Architectural Detail Thrives Because it "Belongs"

The Community Theatre in Morristown, N. J. Left, unusual exterior. Below auditorium. Lower center, monument to George Washington, of which Morristown is proud.



EXPRESSING the spirit of the community architecturally as well as in matters of service, the Community Theatre, Morristown, N. J., was built more or less as an experiment. After two years of existence during which the theatre has flourished, the experiment has proved beyond doubt that both the showmen responsible for its building and the architect who designed it were fundamentally correct in the assumption that the theatre should fit into the community which it serves and from which patronage is sought.

The Community Theatre was built and is operated by Walter Reade Enterprises, operating more than 30 theatres in New York and New Jersey. The architect who designed it is Thomas Lamb.

Remarkable in the respect that it gives conclusive evidence as to the sound idea, both from a standpoint of economical construction and box office success, is the fact that since its opening in December 1937, The Walter Reade company has adopted the Colonial style of architecture for all community theatres built since that time.

Conforms to Background

The locality which it was to serve set the style for the Community. Morristown is widely known as the rather select center for homes of many wealthy and socially prominent people. It is a historic town, with a background flavored with episodes associated with the American Revolution. Still standing, as a monument, is the house where General George Washington made his headquarters. The fine Colonial building has set the pattern for the majority of the homes and public buildings in Morristown. The Walter Reade company adhered strictly to this tradition, making the Community Theatre thoroughly Colonial in its exterior and interior design. The flashing lights, multi-colored exterior of the conventional theatre were daringly disregarded, and as may be seen in the photograph of the exterior illustrated here, the Community presents instead the appearance of a fine colonial home. Poster frames, set in the exterior frontal walls are brightly illuminated, carry the message of the current and coming attractions—but otherwise there is only the pleasing appearance of a public building that conforms to its surroundings.



The Community has a seating capacity of 1476; 160 loge seats, 1178 seats in the orchestra, and a balcony floor with 138 seats. Its interior is very simple in decoration and design, following the Colonial style with all white walls and ceiling. The auditorium, nevertheless, can be given all the color and "punch" required for the dramatic purposes of the theatre by means of a 3-color lighting system. The lighting is all indirect, cove lighting. This cove lighting plan is carried out around the ceiling and in the pilasters along the side walls. The carpets are modern blue in color.

The seats are upholstered in plum colored mohair. The Community has a stage, with full stage and lighting equipment. Air conditioned throughout, the auditorium of the Community has been treated for acoustical correction.

The exterior construction is of red Champlain brick, pressed stone and concrete. Box office, doors, windows and display frames are of white enameled wood. Interior doors are of formica and aluminum. Hand rails are of bronze and steel.

Equipment a Feature

The following list of equipment which is installed in the Community Theatre will convey more forceably than description the quality of the service and comfort which is provided the people of Morristown by this unusual picture theatre:

Chairs—American Seating Co., full-spring. Switchboard—Frank Adam, Inc. Projection machines—Motiograph. Lamps and effect machine—Brenkert, Inc. Asbestos tile—Johns-Manville Co. Carpet—Karagheusian. Furniture—J. Rosenheim Co. Rubber mats—Swern & Co. Ticket Register—General Register Co.

The Theatre presents an example that deserves study and thoughtful consideration by showmen, in that the more flambuoyant trappings of conventional showmanship have been completely ignored in the design of the Community Theatre, with results that are far from discouraging to such a daring plan. Since the early days of motion picture theatre operation there has been a keen sense of the value of making the theatre conform to the background of the town which it serves—in terms of the style of operation. But here is a case in which the theatre itself is a part of the community.

Projection Room Efficiency

At Last—a Plan for Getting a "Picture" of Booth Apparatus

STR Presents Plan for Projection Inspections to Prevent Breakdowns—Save Repair Costs

STR will publish, in the course of the next few months, inspection forms for daily, weekly and semi-annual projection routines, drawn up on a basis of practical experience. They will be easy for the projectionist to use, involving the minimum addition of paper work to his other duties. And they will be as easy as possible for the manager to check.

Showmen will be able to use the STR forms in three different ways:—Under average conditions, just as they are printed; to meet exceptional circumstances or personal preferences, as they are printed but with some modifications made by the individual showman; as a basis of suggestions upon which the showman can build up similar forms that will conform more exactly with the needs of his particular theatre.

NO EXHIBITOR would dream of running his business without books, memo calendars or other trace of paper work. Yet projection room activities, today as always a most complicated business, are often run that way. If the man in charge happens to forget something, it stays forgotten. Until a flash and a puff of smoke bring a reminder in the form of a more or less serious repair job. As for costs, most theatres have no projection room data worth mentioning.

The reason for this state of things is that projectionists are not executives and cannot be expected to plan operations on a business basis, while exhibitors are not technicians and don't know how to plan for the projection room.

The more efficient chains, however, have always run their projection in a business-like manner, with proper reminders, reports and data on costs. STR now offers all exhibitors a series of projection room forms that can either be used exactly as printed or adapted to the detailed requirements of an individual situation.

Proper forms benefit the projectionist as much as the showman.

Forms Help Projectionist

The projectionist benefits in three ways when he uses proper procedure forms. First, he does better work; has less to worry about. He goes through the same routine of inspection and operation that he would follow in any case, but he accompanies his activity with occasional reference to a chart, upon which he inserts check marks when each operation is finished. He thus insures himself against accidental oversight, never has to inspect anything a second time to make sure it wasn't overlooked, never has to worry about whether he missed checking up on some important item.

Second, he is protected against unjust blame. The file of his charts shows that proper routine has been followed, and that breakdown that may occur is not attributable to neglect.

Lastly, when the projectionist really needs some part or repair for proper performance, and finds his manager dubious or reluctant about the expense involved, the projection room reports will very definitely show the nature and extent of the need, after which responsibility for performance rests inevitably with the manager.

Forms Help Showman

The exhibitor who is responsible for a vast multitude of details simplifies his projection problems and increases his efficiency by following a routine, organized procedure, made possible through the use of paper guides. He saves his own time. Properly drawn forms are always so made that they can be checked with a minimum of effort. The present writer at one time checked hundreds of projection room reports a week while in the employ of a theatre chain that did such things efficiently. Except when some unusual condition was indicated, handling the report of a single theatre took somewhat under ten seconds. At approximately the same small expenditure of time the individual showman can assure himself of the condition of affairs in his own projection room. In the case of some matter that requires, or may require, his executive intervention, he can follow the progress of the matter from day to day and week to week at no greater loss of time.

Forms also assure him that his projection staff are doing their full duty in maintenance as well as operation. In most cases they are anyhow, but occasional slackers are found in any group. It is very difficult to "fool" a properly constructed report form. If some part breaks down that cannot break down without giving warning in advance, and if the record of past inspections shows that that part was consistently reported to be in satisfactory condition, someone stands exposed in his own handwriting. This, of course, is no handicap to any projectionist who does his ordinary work; quite the contrary, when the part does break down he is fully protected against any suspicion of neglect. On every count, relations between projection staff and management are improved by use of a proper form procedure.

Nature of Forms

Projection equipment needs several different kinds of inspection. Some items must be checked every day, or even oftener. Some are safely checked only once a year.

Inspection forms should be supplemented by cost forms, the latter based upon abstraction or condensation of the material contained in the former. There is no other way of obtaining accurate data upon operating costs, which of course should be tied in with first costs in considering the choice of replacement parts, repairs, and new equipment.

The exact nature of the forms to be used will vary somewhat according to the details of the individual operation. For example, if the theatre receives sound service from a reliable organization, the projectionist's responsibility for inspection is reduced accordingly. If the service arrangement is one that includes automatic replacement, without charge, of certain parts subject to wear, the cost forms are simplified accordingly. Some chains, however, while buying service, maintain full forms of their own as a check upon the cost or economy resulting from the servicing arrangement.

Daily inspection is completely independent of whether or not the theatre receives sound service. It covers conditions that change or may change every day or every few days, such as picture focus, exciter light focus, lubrication and details of cleanliness. Condition of the film, whenever new film is received, obviously is included. In addition, certain points that are very easily checked, and therefore examined daily as a matter of trifling routine, are included. The reading of installed meters is one example. On the contrary, it is not the best practice to report daily on such conditions as sprocket wear. It is better to inspect sprockets at some reasonable interval of time (weekly, for example) when the progress of wear since the last inspection will be more noticeable.

The daily report also includes special items temporarily listed for daily inspection, such as parts in very poor condition which ordinarily do not need daily attention, but because of their state of wear will need it until they are replaced. Very new parts may be similarly treated

Lastly, the daily form also inciudes, for the sake of record, a report of troubles experienced, supplies received, parts replaced and similar items of routine.

The projectionist of course cannot do his daily work with a report blank in hand; if the form has been properly drawn he will not have to.

Weekly Inspection

"Weekly inspection" refers to those short-term procedures which in some theatres may be spaced as much as a month apart. The frequency of these routines is often varied to suit the nature of equipment. A newly equipped projection room should have a thorough going over once a week. After a time, the inspections may be made less frequent. When the equipment becomes very old, the schedule may be returned again to a weekly basis.

The weekly (or bi-weekly or monthly) inspection is relatively thorough. (It need not all be done on the same day). Its purpose is to catch all possible symptoms of approaching trouble, not only for the sake of avoiding breakdowns but also to keep repair work down to inexpensive jobs, which is very often possible when troubles are caught in time.

The semi-annual or annual inspection, however, takes into account all apparatus, whatever its location. It is the time for cleaning, re-soldering and minor replacements on a substantial scale. Its primary purpose is not so much detection of symptoms of trouble as a general overhauling to forestall the development of such symptoms. It checks the approach of conditions that may justify transferring some item of equipment from the semi-annual to the weekly inspection, on the ground that the item in question has not deteriorated enough to call for replacement, but enough to need more frequent watching.

MAINTENANCE COSTS —*How to Regulate Them*

WHETHER your house is one of a chain of theatres, or whether you own it outright, you should try to maintain it at the most economical cost. In the latter case, where your own investment is represented, we feel sure you would follow our advice; in the former, where you are responsible for a house owned by someone else, there may be a tendency to be extravagant. If this is so, you will want to correct the error.

For it is important that you save wherever you can in the operation of your theatre. Even though it may not be your own, it is under your charge, and any inability on your part to make it show a profit will reflect on you. Often you attempt to increase box office receipts by using more advertising and exploitation so that more people will attend. That is all well and good. But much the same results can be produced if you save on supplied and maintenance work in the theatre, which of course, will show up in the profits.

Neglect Is Costly

Before show time every morning, the theatre should be thoroughly inspected for cleanliness, condition of the seats and carpets. To neglect this duty will prove costly. The necessity of calling in outside contractors and spending considerable money to put the theatre back in shape again will be the sum total if the theatre is not properly cleaned, if the equipment is not cleaned, oiled and properly taken care of, and if the seats are not repaired. Carpets will deteriorate if they are not frequently and properly cleaned. This, naturally, applies to all other pieces of equipment, too.

Because of the size of the theatre, and in many cases where water is used in the cooling plant, the water bill often runs very high. General consumption has a lot to do with this, but be sure there are no leaks in the toilet tanks, urinals, faucets or any other places.

Whenever a painting job gets a little dirty, don't repaint that spot. Too often, so many of these spots are evident and so much repainting is done that within a short time there are various coatings ranging from one to perhaps a dozen. You'll find that whenever a section of the wall, marquee or any other surface is dirty, it can be cleaned with a good paint cleaner or with water. Too many coats will eventually make it difficult to burn off the paint when a new job is to take place, and the burning-off process is expensive.

You should watch the lighting of both the inside and outside of the theatre to be sure you have just the right wattage of lamps. Special cleaning lights, often a portable apparatus which the cleaner can take with him as his cleaning progresses, should be used when the watchman or janitor is on duty. No other switch should be thrown unless it is necessary. Too many lights burning without rhyme or reason when the theatre is closed will increase the figures on your power bill.

Card Index Supplies

Every time you make out a requisition list for new supplies, look it over to see if anything can be eliminated without affecting the operation of your theatre. By keeping a card index for all your supplies, you can check the requests made by various employes for supplies. Using this system will enable you to tell just how far your carbons should go, how long your brooms should last, how far your soap powder, flashlights, flashlight bulbs and any other cleaning supplies should go. When any employe wants, for example, a new lamp, he should bring to you the worn-out article.

Visit your projection booth frequently and check with the operator on carbons and other booth equipment. See that your motor equipment is oiled regularly, since the cost for oil is much less than the cost of repairs.

Each day check the roof and the drains to see that they're clean. Although this is summer, we might remind you to clean off the roof and marquee after a snow storm so that no damage is done. Too much snow on the roof may cause it to collapse. Impossible? Well it happened a few years ago at a theatre in Washington, D. C.

Watch the burning of coal during the winter months and see that the boiler is free of ashes at all times to prevent burning out of the grates.



Better sound means better box office—and RCA tubes mean better sound

RCA Manufacturing Co., Inc.

Camden, New Jersey • A Service of the Radio Corporation of America

Spare Projector May Make Encores Possible

Universal is experimenting with a plan which will make motion picture actors respond to audience applause by giving encores to songs or repeating an especially well received comedy or love scene, according to an announcement by Louis Pollock, the company's Eastern advertising and publicity head.

The mechanics of the experiment are simple—merely a few extra reels of film on a spare projector in the theater's projector booth—but several other problems loom which might doom the practicability of screen encores. One is that their uncertain frequency would disrupt the carefully timed daily schedule in a motion picture house, and another is that some small houses probably would not have the extra projector to spare.

The encore plan, conceived by Mr. Pollock during the Canadian run of "The Mikado," which found audiences often applauding in vain for encores of the favorite Gilbert and Sullivan airs, would work like this, using "The Mikado" as an example:

Early in the score Nanki-Poo sings "A Wandering Minstrel, I," always a sure-fire encore number in stage productions of the show. When audiences applauded the motion picture sequence of the song, the operator in the projection booth would throw a switch to stop the main reel and start an extra reel on the spare projector which would carry simply a repeat version of the song. When Nanki-Poo's encore was over, the switch would be thrown back to the main reel and the action would continue.

Adapting this plan to any film, musical or straight drama or comedy, the distributors would select in advance say three to eight high spots which they thought might be applauded. Along with the regular print of the film supplied to the theatre would go these short repeat strips which the projection booth operator would thread on extra reels and be prepared to run when and if the audience applause warranted.

Brenkert-RCA Cooperating On Sale of Equipment for Booth

Arrangements have been completed whereby the Brenkert Light Projection Company and RCA Photophone will cooperate in the sale of complete booth equipment for motion picture theatres, the two companies have jointly announced.

The new sales policy just worked out permits independent supply dealers selling Brenkert products and the RCA Photophone sales representatives to sell booth equipment made by either of the two companies.

The ground work with Brenkert distributors and RCA Photophone sales representatives in various parts of the new country for the new selling plan has been prepared by Homer B. Snook, reproducer sales manager of Photophone, and Wayne D. Brenkert, sales manager of Brenkert. Present setup of either the sales or the service personnel of the two companies will not be affected by the new sales agreement.

GE Increases Production

Production of fluorescent lamps is being stepped up by General Electric at the rate of 1,000,000 units annually as compared with 200,000 units during the past year. Added to the line is a new 40 watt fluorescent.

Check ✓

(From Encyclopedia of Exploitation)

- ☐ What is condition of roof equipment? Roof should be clear of all debris, to prevent stopping of drains and consequent leaks.
- ☐ Is the FLASHING in good repair?
- ☐ SKYLIGHTS?
- ☐ VENTILATING LOUVRES (if automatic, do they work)?
- ☐ Revolving turret draft VENTILATORS —are they in good repair, do they revolve freely?
- ☐ Are EXHAUST FANS and power source in good repair and lubricated regularly?
- ☐ Are FIRE ESCAPES to and from the roof safe?
- ☐ Is STAGE KEPT CLEAN, whether in use or not?
- ☐ Is equipment in perfect working order?
- ☐ If stage is not in use, are the stage ropes and rigging inspected regularly?
- ☐ IS THE ASBESTOS CURTAIN IN PERFECT WORKING ORDER?
- ☐ Is unused scenery properly stored?
- ☐ Is the SWITCHBOARD PROTECTED?
- ☐ Is SPRINKLER SYSTEM regularly inspected and in proper working order? FIRE EXTINGUISHERS should be stationed on both sides of stage. Stage manager should have an extinguisher convenient, near switchboard. Stagehands should know locations of extinguishers and exit doors. At least one light on stage should be kept burning at all times, night and day. Smoking on stage should never be permitted. MICROPHONES USED ON STAGE should be kept covered with cloth cover when not in use, to prevent dust accumulating.
- ☐ Are DRESSING ROOMS backstage in good condition? If in use they should be cleaned daily. Even if not used, they should be kept clean and ready for instant use; should be kept locked when not in use, making certain, first, that no lights are left burning in them.
- ☐ How about other store-rooms and closets that are kept closed—is it possible that lights might be left burning in them?
- ☐ Are ELECTRIC SWITCHES guarded? Are they clean of dust and dirt (careful in dusting or cleaning them)?
- ☐ If heat is being used, is heating unit entirely satisfactory?
- ☐ Is excessive amount of FUEL used?
- ☐ Any way of saving?
- ☐ If gas is used, are meters okay?
- ☐ If heating equipment is not in use is it in condition to be put in use when required?
- ☐ Is it in need of any repairs, or cleaning?
- ☐ Have grates, fire-boxes, ash-pits, back connections, all oil-burning equipment been cleaned?
- ☐ Check for necessary adjustments, damper regulations, safety valves, gauges. Check, clean and replace flues or chimney boiler sections and tubes. Check, cement and repair any air leaks. Check pumps, leaking pipes, motors. Has boiler been inspected?
- ☐ Is engine room clean, painted, clear of all debris, and is brass brightly shined?

Theatre Housekeeping
—Cleaning Up for Profit

The average theatreman knows more about show business than the exceptionally well informed patron who buys a ticket to his show—but he doesn't know anything more about cleanliness than the average house-wife. This latter truism is worth remembering. Women are the most important patrons of the theatre. Sell the women, and they'll bring the men along. That's a-b-c stuff. But how well is it remembered in all its implications?

Cleanliness about the theatre is something that should come first with every theatre-manager—and there isn't a really sucessful manager or owner in the country who won't come right out and say so. These showmen make it a practice to see that the house staff is diligent about keeping the theatre clean, neat and well-groomed.

Training the Staff

In the lobby the doorman functions as the guardian of cleanliness. Staff men are instructed to keep the floor perfectly clear at all times of such litter as cigarette butts, cigar stubs, matches and paper, and once at least during the show the lobby is swept out, regardless of how clean it may appear on superficial glance.

Assuming that the theatre is given a thorough vacuum cleaning every morning, with complete and efficient cleaning throughout, there is still the necessity of keeping the well-groomed house looking that way from the beginning of the first show to the closing of the last show at night. Thus in the foyer and auditorium all employes should be required to keep carpets and floors free of all litter. In walking up and down the aisles the ushers should make it a point to pick up waste paper such as candy wrappers, burnt matches, etc., or have a porter, or himself, obtain a dustpan and brush and clean the floor of any discarded matter littering the floor.

Save Those Carpets

One of the most destructive things that can happen to floor covering is for chewing gum to become matted into the carpet. Instant removal of this destructive stuff means a great saving of time later on and also eliminates a source of aggravation should some patron, innocent of the habit of tossing gum about, be afflicted with the nuisance of removing it from his or her own shoes.

Frequent visits by employes to the rest rooms is another means of keeping the theatre in the good graces of those who are particular about these matters of cleanliness. Above all things get fresh air into the lounges and rest rooms, and if a good amount of ventilation can't be introduced because of lack of window openings and cross-ventilation, then put in some one of many devices that are now available for freeing these enclosed rooms of objectionable odors and stale air.

CRITICAL EYES Are On YOUR SCREEN!



Nothing less than a picture with depth and definition, one which brings out delicate details and fairly sparkles with realistic effect is acceptable today.

Exhibitors everywhere are crediting Strong Arc Lamps for giving them this improved projection.

You, too, can enjoy the economy of using these modern lamps. Their higher efficiencies result in a tremendously increased volume of light without a corresponding increase in operating costs.

For Sale by Independent Theatre Supply Dealers everywhere. Demonstration in your own theatre without obligation.

Write today for free catalog on Strong unconditionally guaranteed products—your guide to better projection.

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The Bulletin Board

Theatre Construction

Bids have been received by the Franklin Amusement Co., Franklin, La., for the construction of a motion picture theatre, with heating and ventilating to be installed by the owner under a separate contract. Favrot and Reed, of New Orleans, are the architects.

Contract has been awarded for the construction of a 600-seat theatre at 1301 Western Avenue, Knoxville, Tenn. Owners are Denton Theatres, of which George L. Denton is president; Shubert Home Builders, 1400 Washington Avenue, are the contractors.

A permit has been granted by the City Council of Greenville, Miss., for the construction of a motion picture theatre for colored people on the west side of North street. Estimated cost will be $4,000. S. J. Azar is owner.

Fox West Coast Theatres Corp. is planning the erection of a $175,000 theatre at the southwest corner of Manchester Avenue and Crenshaw Boulevard in Morningside Park, Los Angeles, Calif.

A meeting of Shelbyville, Mo., businessmen was held recently to formulate plans for raising money for the construction of a theatre in that town.

Contract for the construction of a 1000-seat theatre on Goldsboro street, Wilson, N. C. for North Carolina Theatres, Inc., has been awarded Berger Brothers, contractors, of Mooresville.

James Edwards, Jr., of Monterey Park, Calif., has announced that his organization will soon begin the construction of a modern deluxe, 1,000-seat theatre in the business district of Monterey Park on Garvey Avenue. The $75,000 cost estimate is for construction alone, exclusive of the real estate.

Construction of a new 350-seat modern theatre at Watkins, Minn., has begun by G. J. Abeln, formerly of the State Theatre at Sauk Rapids. The latest equipment will be installed including an up-to-date air-conditioning system. The theatre front will be of white stucco with blue or black trimming and will include a neon-lighted canopy. The house is expected to be completed early in July.

Work has started at Houston, Texas, by the Interstate Circuit, Inc., on a $250,000 community center, including a $125,000 theatre at West Alabama and Shepherd. The house will have a seating capacity of 1,100 and will be air-conditioned. George P. O'Rourke is the general contractor.

Bryan, Pettigrew & Worley, architects, have announced the construction in the immediate future of the new Queen Theatre at Bryan, Texas. The Bryant Amusement Company will be the owner and operator. The marquee, ticket booth and lobby will be porcelain enamel, the foyer will be of marlite and the house will be air-conditioned. It will seat 560 persons.

A new theatre and mercantile building will be erected at the southeast corner of Broad Street and East Avenue, Elyria, Ohio. It will be known as the Elyria, and will seat 1,500, according to John Pekras, veteran exhibitor. George A. Ebeling of Cleveland, is the architect.

Construction of a new motion picture theatre in Woodbury, N. J., will begin soon.

The Smith theatre circuit plans to erect a theatre at Mexico, N. Y.

Work has started at Pocahontas, Iowa, on a $25,000 theatre being erected by Jack Bouma. The Kucharo Construction Co., of Des Moines is the contractor.

Abraham Sablosky will construct a theatre and five stores at Vernon Road and Sprague street, Mt. Airy, Pa.

A license has been granted by the St. Paul (Minn.) City Council for the construction of a new theatre in the Merriam Park district. E. F. LaFond will operate the house.

Work has begun on the new Gem Theatre to be constructed at Huntingburg, Ind. The general contractor is the Huntingburg Lumber Co.

A new movie theatre to be known as the Lubec will be built at the corner of Main and Pleasant streets in Eastport, Me. The house has been leased for a long term of years to Mrs. W. A. Shea, who has managed the Eagle here for a number of years.

Renovations and Openings

The Grand Theatre, Durand, Wis., is undergoing extensive remodeling. George Brauer is manager of the house.

Having purchased the Victor Theatre, Meadville, Pa., Charles F. Truran, operator of the Park, has announced extensive redecorating, remodeling and erection of a new marquee. The name of the theatre will also be changed. William Fleisch will be manager.

Having celebrated its 14th Anniversary recently, the Shawnee Theatre, Wilkes-Barre, Pa., is now closed while remodeling and redecorating to cost $20,000 is under way. Improvements include a new acoustic ceiling, approximately 1,850 new seats, and other changes.

Remodeling of the lobby of the Strand Theatre, Haverhill, Mass., which was recently damaged by fire, has been completed, according to the Puritan Amusement Co., Boston, owners of the building. Architect Charles H. Morse furnished the plans for the remodeling, which was carried out by Wilfred D. St. Onge.

The Waynesburg Opera House, Waynesburg, Pa., is being remodelled at a cost of $60,000. Operated by Larry Puglia and his sister, Mrs. Rose Pishionery, the house will have a new lobby, the main floor will be lowered two feet, and a new balcony will be constructed. Work will probably be completed in September.

The Princess Theatre, Sault Ste. Marie, Mich., has been torn down to permit converting it into a modern 1,000 seat theatre, according to Charles DePaul, owner. The cost is estimated at $150,000.

Rearranging of the doors leading to the stage, and removal of the pipes along the wall to a space between the ceiling and the roof are among the improvements being made in the Grand Theatre, Sullivan, Ill. According to Manager Hays, the ceiling and walls will be covered with a plastic preparation known as Gold Bond which will improve the sound effects.

At a cost of approximately $70,000, the Fox Wilson Theatre, Fresno, Calif., managed by George F. Sharp, has been extensively remodeled and has now reopened. New fixtures and new furnishings were installed. Improvements also include a new marquee, new projection machines, acoustical plaster covering the entire interior walls, and colorful tile design along the Fulton street frontage.

The Odeon Theatre, Marshalltown, Iowa, is being remodeled at a cost of $50,000. W. Kerr, of Council Bluffs, manager of a theatre chain in Missouri, Nebraska and Iowa, has joined the partnership of M. C. Roskopf and Sam Horwitz of Marshalltown for the reopening of the house.

(Continued on page 45)

BEST AUTOMATIC COLOR WHEEL

For The New
G.E. PAR-38 & R-40 LAMPS
COMPLETE
Less Lamp
$10.00



Write for literature on this and other new fixtures for the above type lamps or see your dealer today — he has them.

BEST DEVICES CO. Cleveland, Ohio

Quick Service!
Headquarters for machine and roll
MOTION PICTURE TICKETS
Highest Quality Right Prices
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Suite 608, 723 7th Ave., N.Y.C. Bryant 9-7532

Wagner Sign Patents Sustained by Court

In an opinion delivered simultaneously in four suits relating to silhouette signs, Judge Barnes, sitting in the U. S. District Court at Chicago, delivered an opinion sustaining three patents held by Wagner Sign Service, Inc., designers and builders of theatre signs and marquees.

Three of the four suits on which Judge Barnes ruled involved Wagner Sign Service and Adler Sign Letter Co., and its manufacturing affiliate, Ben Adler Signs, Inc. The fourth suit was between the Wagner company and the Patio Theatre Co., Chicago.

The Wagner patent was held to be infringed by certain letter signs which the Adler companies have made and sold during recent years, according to the decision.

Closer Check Is Being Kept On Ticket Register Counters

Exhibitors throughout the country are keeping a closer check on the registering counters of their ticket registers than ever before in the history of the industry, it is declared by D. H. Finke, vice-president of General Register Corporation.

While traveling through the West and South, Finke came across many prominent theatre owners who said that they were at one time satisfied to take the ticket number count as final, but that they now depend on the register counter.

Finke expressed his opinion that he would not be surprised if, within a comparatively short time, tickets were printed without numbers. He indicated there was a definite trend in that direction. The reason for this, of course, is to keep the ticket sales secret, and to prevent anyone from checking the amount of business done at the theatre.

Sales of the company's Secret Cash Control Automatic Registers for the first three months of 1939 were at least 20 per cent ahead of the corresponding period in 1938, Finke declared.

Bulb Prices Reduced

Price reductions of three sizes of Rectigon bulbs are announced by the Westinghouse Lamp Division, Westinghouse Electric & Manufacturing Company, Bloomfield, New Jersey, as follows:

15 amperes, 60 volts, No. 766776 was $12.00, now is $10.00; 6 amperes, 60 volts, No. 289414 was $6.00, now is $5.00; 6 amperes, 90 volts, No. 289416 was $6.00, now is $5.00.

The fifteen ampere size is used principally in rectifiers for motion picture projectors of the arc type.

Levine Operating Midwest

Stanley Levine, of Stanley Theatre Supply Co., Chicago, has purchased the full stock, name and good will of the Midwest Theatre Supply Co. Midwest Theatre Supply Co. will continue as Chicago dealers in supplies and equipment for theatres.

The Stanley Theatre Supply Co. will serve as wholesalers and distributors of specialized items in the theatre supply field.

Lou Hunt Resigns

Lou Hunt has resigned as manager of the Chicago branch of the National Theatre Supply Company.

The Question BOX

You ask them, STR answers them with advice on your equipment problems. If you wrote the question, you'll be most interested in the answer. If you didn't write the question, you'll be interested both in question and answer, because the other fellows' problems may be yours too. Come on—ask your questions about equipment—how to buy it, maintain it, get the sure results required to make your theatre a de luxe picture house.

T.J.K. asks: The condition of the cement floor in our theatre is anything but beautiful. I use this expression because the house is attractively decorated in every other respect. We keep the floor clean and spotless as much as possible but every time the house lights go on the contrast dims the otherwise pleasing effect of the house as a whole.

ANSWER: There are several kinds of good cement floor paint on the market which should be applied to all such floor surfaces. It should be applied after all gum and spots have been removed and done in sections so that you can rope off each section until it has throughly dried. The added advantage of this treatment is the ease with which the floor can be cleaned after the job is finished. Besides, you can use a color floor paint that will tie in with the color effect of the decorative scheme of the theatre.

* * *

WRR writes: In remodeling an old, ancient theatre, little more than a store show, what items should be included that will lend an effect of big city theatres? I do not refer to structural changes as the job will be strictly a decorative and beautifying proposition rather than anything else.

ANSWER: You certainly ask tough ones. If we had four walls to work with we would list the following: A good, comfortable chair. Attractive carpets and drapes. An indirect lighting system both for during the show and when house lights are on. A good screen properly draped and with an automatic curtain control for opening and closing. If possible, an attractive standee partition in the rear of the seats, preferably, one that can be closed with small drapes when there are no standees. An attractive lobby with suitable display frames. A neat marquee that will afford opportunity of carrying the current attraction names, and including the theatre name either in front or above the attractive lines on the sides. Modern projection and sound equipment are, of course, of paramount importance because no matter how pretty your theatre may be, without good projection and sound the rest of your investment is worthless. There are probably a dozen other items but we assume that you are merely looking for some suggestion to make sure you cover all phases of your remodeling job.

F.B.H. asks: Recently we converted our squab seats into spring seats without making any other changes in the backs or standards. It was not a cheap job as we paid close to two dollars for the conversion job in which the original seats were used. However, we seem to have jumped from the frying pan into the fire because we never had any kicks about the old stuffed seats but now we have plenty about the spring ones. It seems that they are terribly uncomfortable and lumpy. The question is does it pay to spend any more money to try and do something with them?

ANSWER: Definitely NO. Be a sport and charge off your cost to poor judgment in which you undoubtedly were misinformed. You should have bought the seats from a recognized and well known company rather than take a chance on some fly-by-night that happened along with a glowing description of what you were supposed to be getting for your money. You do not mention the capacity of your theatre so we do not know how much the experiment cost you but our advice is that, if you can afford it, and apparently you have little choice now, you should investigate several good lines of nationally known chairs and re-seat the theatre properly. You will find the investment a good one.



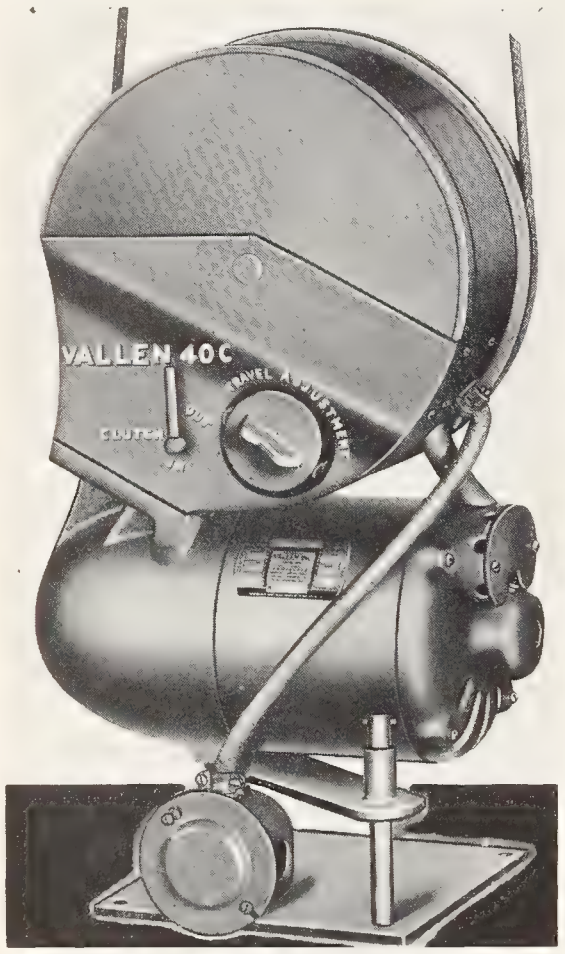
Insure yourself the best in proscenium equipment. Be sure the Vallen symbol of leadership is on the stage curtain controls and tracks and special operating devices you specify—for when you buy Vallen, you buy the best.

VALLEN, Inc.

AKRON, OHIO

When you buy Vallen you buy the Best!

New and Improved Equipment



New Vallen Junior Control No. 40 is said to be a smaller and speedier electric curtain operator. It augments the company's complete line of electric curtain operators and noiseless curtain tracks, and features "pillow action"—an adaptation of the floating control principle.

Vallen Introduces New Electric Curtain Control

A new smaller and speedier electric curtain operator known as the new Junior Control No. 40 has been introduced by Vallen, Inc., of Akron, Ohio, to augment its complete line of electric curtain operators and noiseless curtain tracks. The new control features "pillow action"—the newest adaptation of the company's floating control principle. It also features a sturdier and more powerful condenser-type motor which automatically compensates for fluctuating current and solves low-voltage problems.

Another introduction to the Vallen line is a new automatic slack rope take-up device, designed to eliminate all slack and whipping of curtain ropes and cables. Small, compact, sturdily built and easily bolted to the floor backstage, the company's new "Uni-Tension" is said to be entirely self-adjusting, compensating for all slack caused in curtain cables and ropes by use or weather changes and keeping the ropes at uniform tension at all times. Stamped from machine steel with cushion springs with a cast wheel four inches in diameter and oil-less and noiseless bearings, the new device can be furnished to fit any curtain size in any type auditorium.

Other devices manufactured by the company include a new Rear-Fold Track, noiseless all-steel Safety Tracks and Automatic Shade Operator and Screen Control. These and many other items are designed for application on stages of all sizes, and in church, school and club auditoriums, hospital clinics, etc. Several installations have been made at the N. Y. World's Fair in the General Motors' exhibit, the House of Jewels, the U. S. Government Building, the American Tobacco Company exhibit and the Soviet Russia Building.

AN IMPORTANT SERVICE IS AVAILABLE TO YOU

Let me help you with the planning of your new theatre or alteration of present theatre.

This service, which will save you time and money, is low enough in cost to make it available to all those contemplating theatre work of any kind. Why not investigate?

Write me for information

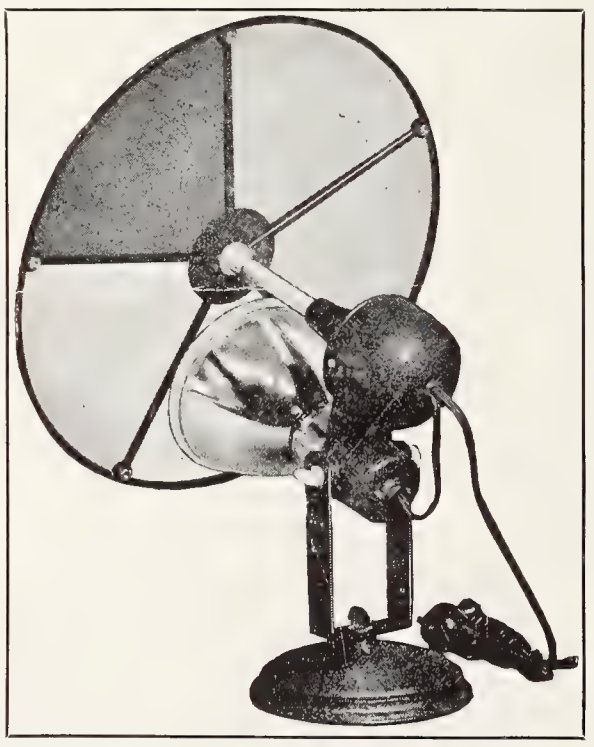
BEN SCHLANGER

Theatre Architect and Consultant

117 West 46th St. New York City

Best Co. Designs Color Wheel for G. E. Reflector Lamps

An automatic color wheel and a variety of lamp holders with color screens have been developed by Best Devices Co., Cleveland, for use with the new G. E. Par-38 and R-40 lamps. The lamps are for spotlighting and have a wide range of use in theatres for displays and decorative illumination.



The Best Automatic Color Wheel is a compact motor driven wheel providing for a constant change of color. Automatically driven, the wheel is 13 inches in diameter and is set on a cast iron base with full universal action "U" bracket.

Single and twin lamp holders with color holder and one each of red, blue, green, amber and pink color screens are another addition to the line of equipment from Best.

Ashcraft Marketing New Copper Oxide Rectifier

Ashcraft has introduced a new Copper Oxide Rectifier which, according to the manufacturers, is one of the most efficient means of converting alternating current for the operation of Suprex projection lamps. Properly designed and constructed, it is said to be one of the most dependable means for rectification.

According to the manufacturers, whose plant is located at 47-31 35th street, Long Island City, N. Y., the Copper Oxide Rectifier consists of four distinct units:—the case, the transformer, the exhaust fan and the copper oxide unit. Each unit, though having an individual function, is coordinated with the others in such a manner that the ensemble operates with maximum efficiency and dependability.

Although the rectifier is mounted in a case of generous proportions—larger than other motion picture rectifiers—it takes up no more floor space. The additional size of the case allows a more evenly distributed flow of air through the oxide unit.

New Oil Drive Take-Up Offers Advantages to Projectionists

At the recent convention of the Society of Motion Picture Engineers in Hollywood, the new Golde Oil Drive Take-up occasioned much comment, being hailed as filling a long-felt need for the completion of projection machines and projection safety.

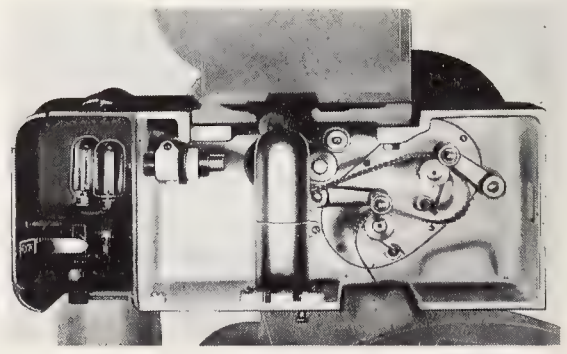
The new Take-up is a totally enclosed device and has in its enclosure an oil shaped disc driven by the enclosing case entirely filled with special oil and permanently sealed.

Its design is said to assure the same smoothness for the life of the projector and without adjustment. The initial adjustment that is sealed will provide for taking up film up to 2,500 feet without intermittent wear on Take-up feed sprockets or film.

Weber Offers Newly Designed Constant Speed Sound Head

Weber Machine Corporation, among the pioneers in the theatre sound field, is now marketing a newly designed magnetic filter which the company's engineers claim to be a revolutionary forward step in the reproduction of sound through the maintenance of constant speed of projection and reproduction of the sound track.

The magnetic filter, a patented device, has approximately 40 pounds of "fly wheel" balance. Features claimed for the filter by its sponsors include the maintenance of unvarying speed, from the start of the film to its end with uniform motion past the light slit.



Magnetic Filter recently developed by Weber Machine Corp., is now a feature of that company's Syncrofilm sound head, illustrated above.

ERPI Holds Conference On International Sales

ERPI's first international sales conference, at which the many problems of merchandising new sound and booth equipment in the world-wide market were discussed, was held last week at the Company's offices in New York City.

Among those attending were: G. S. Appelgate, managing director, Western Electric Company (Australia) Pty. Ltd.; William Demello, representing the Western Electric Company of Brazil; Edwin Cline, operating manager of the Western Electric Co. Inc. of Argentina; P. L. Palmerton, managing director of Western Electric Co. Ltd., who is in charge of all European territory; John Riley, Chief Engineer of ERPI's London organization; H. B. Allinsmith, manager of the Western Electric Co. Inc. of Cuba; E. S. Gregg, general foreign manager of ERPI.

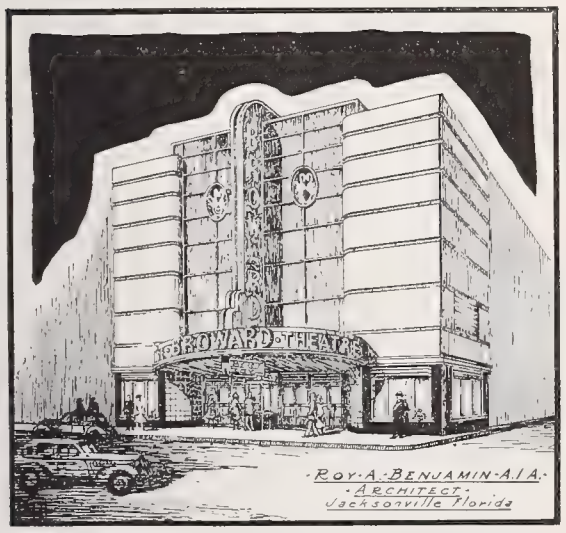
F. E. Peters, general manager of Dominion Sound Equipments, Ltd. of Canada, and G. L. Carrington, vice president of Altec Service Corporation, also attended the sessions.

Newest Sparks House Is Nearing Completion

A theatre to be known as the Florida is now under construction at Ft. Lauderdale, Fla. It will be an addition to Sparks chain which has houses throughout Florida. At first it was to have been known as the Broward, as shown in the accompanying architect's sketch, but later it was definitely decided the house would be known as the Florida.

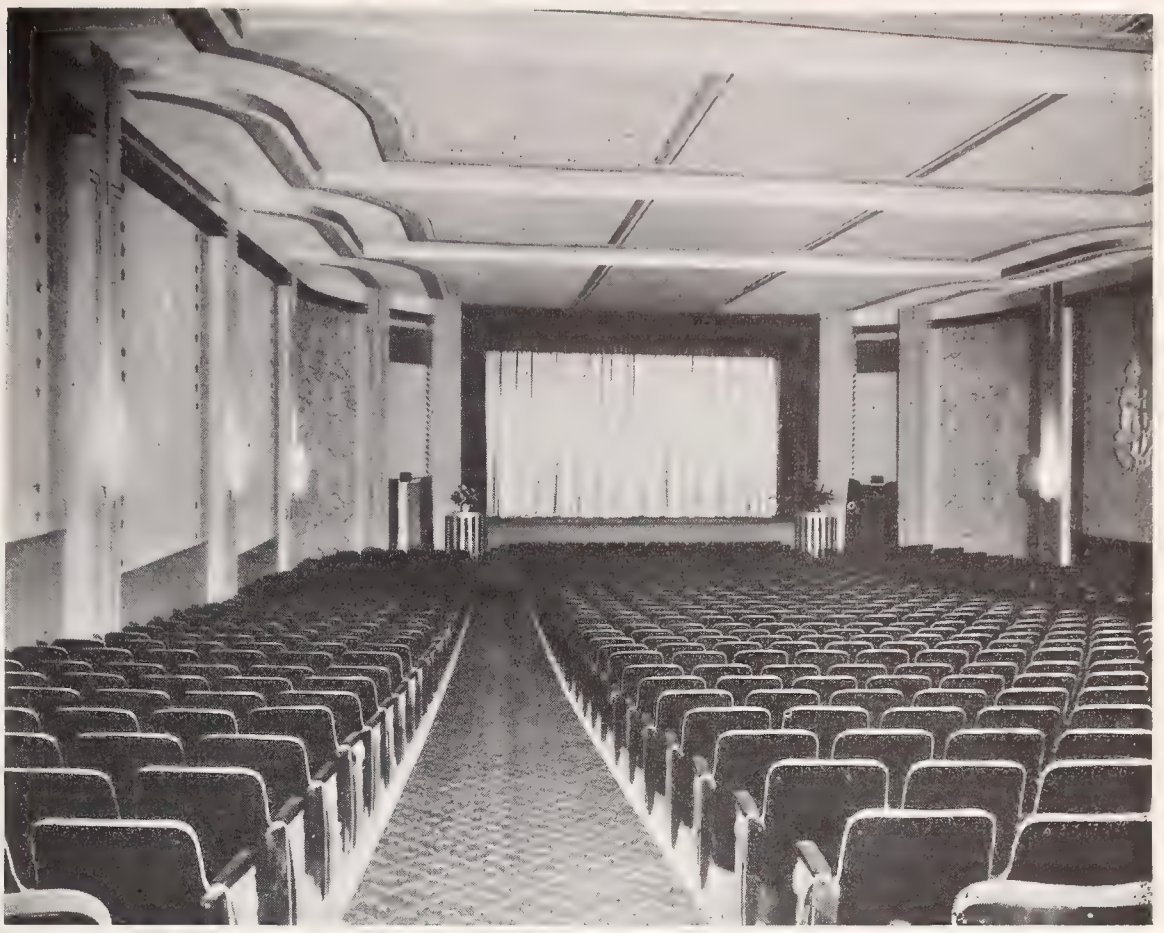
The building will be 60 ft. by 176 ft., and will be located in the heart of the business district. Designed to have a seating capacity of 1,266, the theatre is costing approximately $200,000 to construct. When completed, it will be equipped with Westinghouse air-conditioning, the most modern seats from the American Seating Company, Simplex Projectors and RCA sound system.

A novel lighting effect in front will be carried out by the electric sign and marquee in neon with flashers. This will be enhanced by the inside illumination of glass brick, and colored glass facing the entire



center section of the front of the building, making a very unusual and attractive combination in colors and lights.

Tentatively, the Florida is scheduled for opening August 1. Roy A. Benjamin of Jacksonville, Fla., is the architect. Other houses in Ft. Lauderdale operated by the Sparks interests are the Sunset and Queen.



Attractive Theatre Interior. Here's a view of the Major Theatre, Burbank, California. It is of modern style with graceful, flowing lines. The theatre recently was recarpeted by the Mohawk Carpet Mills.

RCA Servicemen to Use Academy Reels for Sound Tests

Cooperating with the Academy of Motion Picture Arts and Sciences in its efforts to raise the standards of sound motion picture reproduction in theatres, the RCA Photophone Division has arranged for its field service engineers in all parts of the country to utilize the new Academy test reel for judging sound quality.

The test film was assembled by the Academy in co-operation with all the major producing studios to furnish a reliable "listening" test for speech and music, based on the current quality standards of the various studios. One section of the test reel is designed for checking the power handling capacity of amplifiers and speakers.

Sign is Fixed Asset

A unique type of sign has been installed on the Walter Shafer Theatre at Garden City, Mich. With an entire display front of porcelain with enamel finish to match the building facade, the sign was built in as an integral part of the structure, thus eliminating all chains and guy wires.

Real Advice On Reels

How are your reels? Are they wobbly? Is it getting harder for the projectionist to attach the film to the hub in order to keep it from slipping out? Don't take any chances. Better stock up with new reels now. Those made of aluminum are especially practical.

Watch for White Streaks

If there are white streaks running either up or down when titles are flashed on the screen, better have your projectionist regulate the speed of the shutter.

Wide Use of Glastone For Theatre Building Indicated

A new product, Glastone, made by integrating opaque-colored glass with lightweight concrete block has been developed by the Libby Owens Ford Glass Co. Because its structural properties make it a load-bearing unit for buildings and not merely a facing material, wide theatre use of the new line is indicated.

Vitrolite structural glass, bonded by haydite, a concrete known for its lightness, strength and resistance to fire and moisture, is the main composition of Glastone. A layer of asphaltic mastic is between the glass and the concrete. A hidden rustproof metal binder around the perimeter of each glass facing section further anchors the concrete and the glass.

One Who Will Succeed

The exhibitor who pays as much attention to the physical appearance of his theatre, the quality of his projection, and the comfort of his patrons as he does to merchandising of the attractions he plays is the exhibitor who will succeed.

Stuart Heads Cooling Dept.

Announcement has been made of the appointment of Stuart M. Crocker as manager of General Electric's air-conditioning department. Assigned to the air-conditioning department are GE's commercial refrigeration activities.

GENERAL SEATING COMPANY CHICAGO

Quality Equipment Pays
—*Tips on Better Projection*

TO SECURE trouble-free operation of your sound and projection equipment, you must use standard parts in replacements. It does not pay to install cheap equipment because it will not give service, will require repairs more often and results on the screen will be far from satisfactory. Maybe the cost of better equipment will seem little high at first, but just stop and figure the cost in upkeep of some cheap "off-brand" equipment and you will find that better equipment DOES PAY.

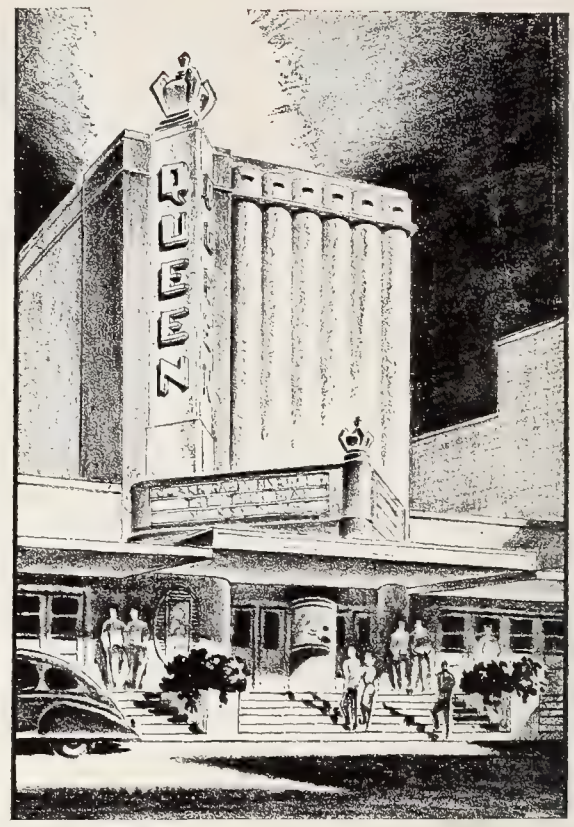
Quality Available

There is excellent equipment to be had, you know. Take, for example—the new Simplex E-7. This projector delivers a rock-steady picture that is truly amazing. It has been the pleasure of the writer to see and inspect several installations of this fine projector and he was amazed at seeing such "life-like" projection. The projector runs so quiet that it is a pleasure to operate. The exhibitor contemplating installation of new equipment will not make any mistake when purchasing this fine projector. He will be mighty proud of it! And Simplex four-star sound is really something worth hearing. Clear as a bell, it is a real pleasure to sit down and hear sound reproduced by this fine equipment. Fellows, take our word for it, when you buy equipment, buy the best and not be sorry later on by installing some cheap off-brand equipment that cannot possibly give you results that this equipment will give, because this equipment is the result of fine engineering by a staff of finest engineers known in the sound industry.

Take one more example. RCA sound equipment. It gives perfect satisfaction—practically trouble-free operation with proper care and maintenance. It is real pleasure to hear sound reproduced by RCA equipment. This equipment has been designed by engineers that know their "stuff", believe you me; and, again, let us strongly urge you to buy better equipment. The writer has had over 23 years' experience with all makes of sound and projection equipment and knows, by actual experience, it PAYS TO BUY THE BEST. Off-brand equipment means two things when you buy it: Only fair results, usually MORE repair bills, and not always satisfactory sound reproduction, gentlemen.

Care Important

Let us see now how quality also applies to proper maintainance. Use only oil recommended by the manufacturer of your projector. Keep your equipment absolutely clean. Each day, before you start your show, oil your mechanism and soundhead, wiping off all surplus oil so that it does not get all over the floor under the projector. Clean sprockets with tooth brush and benzine, both the projector and soundhead sprockets thoroughly. Dirt on sprockets causes picture jump, on soundhead it causes distorted sound. Take the projection lenses out and use clean handkerchief and good lens cleaner and very thoroughly clean the lenses every day. You simply can't get a sharp focus with dirty lenses. Use half-size lenses and of a standard make, like Cinephor lenses. Cheap lenses will not give sharp focus. Take clean, soft rag and go all over the mechanisms and soundheads and clean them thoroughly. It takes only few minutes. **Wesley Trout.**



Architect's Drawing of new Queen Theatre now being constructed by the Bryan Amusement Company at Bryan, Texas. The approximate cost of the building which is being wired for Simplex 4-Star Sound and in which a Carrier air-conditioning unit is being installed, will be $45,000. The marquee, box office and lobby will be of porcelain enamel, and the foyer will be of marlite. Indirect lighting will be featured throughout the building, most unique of which is the lighted staircase. The house will seat 560 persons. Mrs. Morris Schulman is general manager of the company, which also operates the Dixie and Palace in Bryan. Pettigrew and Worley, Dallas architects, are supervising construction of the Queen, which is expected to be completed in time for Fall opening.

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Let us quote on your reseating job—new or used chairs — any size lot.
WRITE TODAY FOR OUR SPECIAL LOW PRICE BULLETIN LISTING ASTOUNDING VALUES IN USED THEATRE EQUIPMENT —FEATURING UNHEARD OF BUYS IN EXCELLENT CONDITION.
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CHICAGO ILLINOIS

Photophone Experts Discuss Sound at SMPE Meeting Here

"Safeguarding Theatre Sound Reproduction with Modern Test Instruments" was discussed by four RCA Photophone engineers this week at a meeting of the Atlantic Coast Section of the Society of Motion Picture Engineers. The meeting, which followed dinner at a midtown hotel, was held at the RCA Photophone recording studios, 411 Fifth Avenue, New York.

The subject was presented and illustrated with a number of demonstrations, by Adolph Goodman, R. J. Kowalski, W. F. Hardman and E. S. Stanko, all of the Company's Camden headquarters. In addition, sound reproducing and test equipment was on display.

Woodman, Spare That Tree

Because a large tree is growing atop the County Court House, a new theatre to be opened in Greensburg, Ind., around July 15 will be known as the Tree. W. F. Easley, the proprietor, has been in show business since 1902.

Harmony in Patterns

Carpet patterns should harmonize with the decorative scheme of your theatre. And no matter what that scheme may be, you'll usually find that a reputable floor covering company has just the pattern you need.

General Seating Chairs Being Installed in Mont. Theatres

Modern theatre chairs purchased from the Western Theatre Equipment Company of Butte, Montana, and manufactured by the General Seating Company, are being installed at Bob's Theatre, Twin Bridges, Montana.

At Ekalaka, Montana, M. F. Niccum is opening a theatre and installing chairs from General Seating, as is the Sheridan Theatre at Sheridan. These orders were likewise filled by the Western Theatre Equipment Company.

Lend Patrons An Ear

If you want to get an idea of what people think of your theatre, wander through the lobby and lounges, or stand out in front. You'll beam with pride at their remarks, provided they're complimentary. And you'll blush if they're otherwise. But then, maybe you'll learn what's wrong, if anything is, and set about to correct it.

Think Before You Buy

Before you buy new lighting fixtures or any decorative material, be sure they harmonize with the general appearance of your theatre. Don't make the mistake of buying something that catches your fancy, only to discover when installed that it stands out like a sore thumb against the rest of the theatre's decorations.

MORAL IN RHYTHM

"No air-conditioning for me!"
The stubborn showman said
As wet with sweat he dipped his pen
In ink of brilliant red.

Reed City, Mich. to be Site Of New 500-Seat Theatre

Plans are under way for a new theatre seating 500 in Reed City, Mich., with work to commence in the near future, it has been announced by Butterfield Michigan Theatres Company.

This theatre will be modern in design and will be located on property in the heart of the business district of the above city, and now owned by the Butterfield interests.

Martin Osterink of Grand Rapids will be the contractor in charge of construction and Roger Allen, also of Grand Rapids, the architect.

Messrs. Osterink and Allen have just completed new theatres for the Butterfield Company in Cadillac and Allegan, Michigan. The Regent Theatre, Allegan, opened Wednesday, June 21st.

Third Theatre Supply Firm Scheduled for New Orleans

With the knowledge that papers of incorporation had been filed in New Orleans for the Gulf Theatre Supply Company, a third supply company for Film Row seemed to be a certainty.

Headquarters of the new company will be in a building until recently occupied by the Louisiana Motion Picture Supply Corp. The following officers are listed in the charter: Jay Houck, minor circuit head, president, six shares; John Elzey, vice-president, 4; Levere Montgomery, booker for Theatre Service Corp., buying outfit indirectly affiliated with major circuits here, secretary, 6; W. A. Prewitt, treasurer, 4.

Parquet Goes A-Carpeting

Contract for carpeting the two new houses being constructed by the Butterfield Circuit, the Gladmer at Lansing and a new house at Flint, Mich., has been awarded the Parquet Floor Co. Carpeting is also being installed by the company in the Kilbride Circuit's Alhambra Theatre in Detroit, according to Manager George Whitney.

Inspect Prints Regularly

Does your projectionist inspect prints before they are used for the regular performances? This should be ritual in every theatre, and where the attraction is first run you should make certain that the print is in first class condition. In case you run a picture longer than a week, it would be wise to replace the old print with a new one.

Make those improvements now!

• Now is the time to make those much needed improvements to your theatre. Allow us to offer our suggestions and estimate.

NOVELTY SCENIC STUDIOS, Inc.

• Draperies • Interior Decorations • Murals

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Arc Projector for 16mm film. Above is illustrated the complete projector and sound reproducing equipment of the Ampro Corporation's new equipment for narrow film. Projector unit is equipped with: take-up reels up to 1600 feet: audio frequency amplifier; high intensity arc lamp with automatic feeding; full wave rectifier; stand with swivel for accurately locating picture on the screen; 2 torpedo speakers on tripod stands; necessary connecting cable and accessories.

Three New Theatres Set By Butterfield for Lansing, Mich.

Announcement of the construction of a new theatre in North Lansing, Mich., to be completed by September was made this week by officials of W. S. Butterfield Theatres, Inc.

Plans are also being drawn by Elmer Kiehler of the Howard Crane office for two additional theatres to be built in the residential section of Lansing by the Butterfield interests. They will have a large seating capacity and be of the latest design in theatre architecture. Work is to start as soon as possible in order that they will be ready to open early in the Fall.

Work on the Gladmer Theatre, Lansing, and the Garden Theatre, Flint, which are being rebuilt by the W. S. Butterfield Theatres, Inc., is progressing rapidly and all indications are that the Gladmer Theatre, Lansing, will open on August 27th, and the Garden Theatre, Flint, on September 1st.

Renew With Altec

Westland Theatres, Inc., of Colorado Springs, has renewed sound service contracts with Altec for seven theatres and has added two more to Altec service. Victory Theatres of Denver have also renewed with Altec.

Equipment Dealers Move

Guercio & Barthel, Chicago, dealers in theatre equipment, moved this month to 1241 South Wabash avenue.

The Bulletin Board

(Continued from page 10)

The L. & G. Amusement Company has awarded a contract to George H. Miller, contractor, for the construction of a motion picture theatre on Vine and Walnut streets, Cincinnati. Plans for the building were made by S. S. and G. H. Godley, architects.

Permission has been obtained from the trustees of the Mt. Penn (Pa.) Fire Company by the Republic Picture Company, Philadelphia, to convert the fire company auditorium into a motion picture theatre.

George Bourke and M. E. Bayliss, present owners of the Nuart and Tivoli theatres, have announced plans for the construction of a new theatre in West Los Angeles, Calif. The house will seat more than 900 persons, with adequate lounge and smoking rooms, including a ladies' powder room. The rest rooms will be finished in colored tile with fixtures in shades to match. The interior will be decorated with carpets, drapes and furniture of modernistic design, and all seats will be heavily upholstered. The latest equipment for modern projection and sound will be installed in the booth, and the house will be wired for television.

A new $20,000 film theatre is to be built at Parkers Prairie, Minn. Charles Farrow of Little Falls will be the owner, and the location will be the lot between the Penrose Oil Station and the N. P. Nelson home.

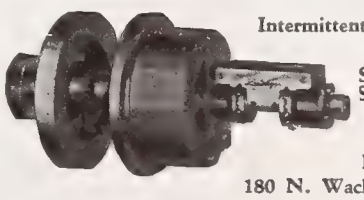
Mr. and Mrs. D. C. Hess, owners and managers of the Moosup Theatre, Moosup, Conn., have announced plans for the erection of a new and modern theatre in Groton.

Asher Levy, president of the Asgley Theatre Co., operating the Orpheum, Parkway, Strand and Madison theatres in Madison, Wis., have announced plans to build a new 900-seat, air-conditioned theatre on the corner of Monroe and Harrison streets.

An 800-seat theatre will be built in Bryan, Ohio, by the Ellaness Company, which operates the Temple Theatre here. The house will be air-conditioned, and modern in every respect.

Plans are under way for the construction of a new theatre in Murfreesboro, Tenn., by the Crescent Amusement Co. The theatre will present western, adventure and second-run movies, it was learned.

A 750-seat theatre is being constructed on Bethlehem Pike at Germantown Avenue, Philadelphia, by William Goldman Theatres, Inc.



Intermittent Movement and HARDENED Star, Cam, and Sprocket Specialists Since 1908

La Vezzi Machine Works

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ACOUSTICON SO THAT 20,000,000 DEAFENED MAY ATTEND THE THEATRE

580 FIFTH AVENUE, NEW YORK CITY • WRITE FOR FREE BOOKLET

STR EQUIPMENT LITERATURE BUREAU

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to equipment and the maintenance thereof. Theatremen are urged to keep themselves well informed on the latest trends in equipment through this bureau which operates as one of the services of this publication. There is no obligation involved in your request for as many of these booklets as you desire. Items of equipment not listed may likewise be requested just the same and we will endeavor to secure whatever you ask for. Readers who desire special information on any subject may address their requests to the Bureau where they will receive prompt attention.

PROSCENIUM EQUIPMENT: Interesting and informative for your immediate attention and a most valuable reference work on curtain control devices is this excellent booklet prepared by Vallen, Inc. Profusely illustrated with diagrams and photographs, and containing engineering data as well as description, here is a most important addition to the reference library of every alert showman. Send for your copy.

HI INTENSITY PROJECTION LAMPS: A real close-up of the Ashcraft Suprex Projection Lamp, Type D, and a fund of knowledge about efficient light-source for projection of motion pictures are yours for the asking. Just tell us you'd be interested and want one of these books prepared by and illustrating the Ashcraft Suprex lamp.

SCREEN SLIDES: Nothing like "personalizing" your screen as a medium of expression and contact between you and your patrons, with messages of local interest, news or facts about your theatre. Here is the means of telling the audience the latest weather report, announcing meetings of important civic bodies such as Women's Clubs, etc., with a slide that can be run through your typewriter and projected on your screen, described in a folder of practical ideas prepared by Radio Mat Slide Co. Just write your request for one on the form below and we will send you this serviceable idea-source. We'll also send you a sample slide.

CHAIR COVERINGS: Thinking of putting more "punch" and color in your theatre? Then consider the spectacular effects, to say nothing of added comfort and beauty, by recovering your chairs with good upholstery materials. There's a perfect riot of colors, to match your auditorium color scheme, and long wear in the covering material sampled in a folder issued by the Pantasote Co., Inc., manufacturers of Russialoid, which you will most certainly want—tell us if you'd like to have one, and we'll deliver it pronto.

THEATRE CHAIRS: Eastern Seating Company has supplied us with a new brochure on the line of attractive seats that are available from this company. It will give you a load of interesting information and a wide variety of illustrations on modern theatre seating, so you should have one of these brochures.

"ON THE SPOT," is the title of a vitally important booklet issued by the L. C. Chase Co., for the purpose of telling you how to keep your furniture upholstery and drapes clean. The contents cover every conceivable type of stain that can mar the beauty and appearance of your coverings.

SOUND SERVICE. Here is the booklet you've been waiting for. It was prepared by Altec Service Corp., and not only tells you all about the subject but gives a series of intelligent questions together with the intelligent answers. No real theatremen should be without a copy of it. Just ask us for it and you'll get one by return mail. DO THIS NOW.

AIR PURIFIERS: (Ed. Note: we wish to correct error regarding this equipment as described in this department of the May 27th issue, in which it was stated that the Hom-O-Zone air purifier was not suited for auditorium use. On the contrary the Hom-O-Zone line includes 40 models many of which are capable of purifying air and destroying odors in auditoriums with seating capacities ranging from 250 to several thousand seats.) A booklet with information valuable to you on equipment for solving a dead-air situation in your auditorium, making your theatre far more comfortable for patrons has been prepared by The Automatic Electrical Devices Co., manufacturers of Hom-O-Zone purifiers. Ask STR to send you one.

HIGH SPEED FANS: These fans are becoming increasingly popular everywhere and should prove valuable during the summer months for those theatres requiring this type of fan. You've probably seen them in restaurants, etc., where they kick up a swell breeze. Perhaps you have a lobby or a spot in the back of your auditorium where one of these fans will keep the hot, dead air in motion and add to the coolness and comfort of your theatre in hot weather. Now is the time to think about fans so let us send you this "Propellair" folder made up by the company of the same name.

THEATRE SEATING: American Seating Company has a new booklet interestingly titled "Theatre Seating, 1939 B.C.—1939 A.D." which every theatreman should have. Already the demand is increasing. While it is on your mind drop us a line and we will send one to you by return mail. Use the request form on this page.

HEARING AIDS: Thousands of theatres have added this equipment and are finding it a definite boost for business besides making their theatres stand out from those who do not place proper importance on the use and necessity for hearing aids. Dictograph Products Co., manufacturers of Acousticon Hearing Aids has supplied us with a limited number of books consisting of one telling about the equipment and the other on how to properly exploit this service in your community. By all means ask us for a set of these books.

STAGE DRAPES: A few stage drapes ofttimes change and improve the entire appearance of your theatre. Novelty Scenic Studios are masters in this art and also in doing an exceptional job at a surprisingly small cost. The booklet also discusses various types of wall covering, curtains, etc. So if you would like to know more about this important part of your theatre's appearance, send for it.

PROJECTOR REPAIRS: This is an item of expense that not only runs into large sums but is important to the uninterrupted operation of your theatre. In this booklet you will learn some of the things you should know about mechanism repairs and overhauling. It was prepared by the International Projector Corp. and furnished to us by them in cooperation with the National Theatre Supply Co. Make it a MUST on your next request form.

WATER COOLERS: Most up-to-date theatres provide their patrons with cooled water as part of their service. We have a neat folder that tells you more about electric coolers for your drinking water. Would you care to look it over?

SPECIAL PAINT: A product new to this department has come to our attention. It is known as Polytect and is interestingly described in a compact folder containing, among other things, sample finishes of this unusual product. It may be the answer to your problem for lounge, rest rooms, foyer or even the whole auditorium. Only a limited number of these folders are available, so first come, first served.

TICKET REGISTERS: Here is another booklet issued by National Theatre Supply Co. which deals with the Timco Ticket Registers, especially their new model C. If you are considering a new ticket register you should see these descriptive folders before making a decision or purchase. You can have them upon request to STR.

GENERATORS: The Hertner Electric Co., has made up a series of small colored folders dealing with its motor generators. Each one describes some outstanding feature of these well known generators and will prove interesting to all theatremen who seek some data on this phase of their projection booth equipment.

PROJECTION LAMPS: We have had so many requests for this booklet prepared by the Strong Electric Company that we have arranged for a further supply to satisfy the demand from theatremen anxious to improve their projection light. The importance of good projection cannot be over-emphasized. How is yours?

DRINKING FOUNTAINS: One of the most important requisites of the modern theatre is a drinking fountain—not just a place to quench one's thirst, but a fountain which is appealing and inviting, styled in the modern mode to harmonize with other up-to-date theatre equipment. The beauty and utility, the advantages of the Voigt Combination Illuminated Mirror fountain should seriously be considered.

ELECTRIC FANS: There are thousands of theatres still using wall or high speed fans for cooling during the summer season. Others need them for projection booth, offices, box office, and numerous and sundry other places. Let us send you a copy of the Westinghouse Fan book just completed by this nationally famous outfit. It will describe, in detail, all you should know about fans of all kinds and the prices.

LIGHTING PLANTS: (Emergency) STR has long advocated the installation of emergency lighting equipment both for theatres in towns where current failure has been a regular occurrence as well as in other places where even the remote possibility of such a thing would mean a large loss in revenue, and the use of refunds. Kohler and Kohler has made up a condensed pamphlet on the subject that will tell you all you need know for your introduction to the subject.

PROJECTOR MECHANISMS: International Projector Corp., manufacturers of Simplex Projectors, has furnished us with a far reaching broadside dealing with mechanims. If you are one of those who listened to STR's plea for self-education on the inside and outside of projection, you should have a copy of the folder now.

ELECTRIC BULBS: Here is one subject that all theatremen should be familiar with. Westinghouse Lamp Co., made a booklet up to meet all questions as to wattage, type and cost. A careful perusal might give you some ideas on how to brighten up some spots while cutting down wattage in others. If you haven't a copy, send to us for this one.

PUBLIC ADDRESS SYSTEMS: RCA Mfg. Co. has prepared one of the most comprehensive books on this important subject which, in addition to listing the various types of PA equipment with prices. explains many of the other things you will want to know.

RUBBER NOSING: Here is the latest innovation in stair covering that will save your carpets and reduce repairs and replacements on the stair nosings where most of your troubles start. It is a novel arrangement whereby a rubber nosing is installed right along with the carpet installation with the rubber getting the brunt of the abuse. The booklet was prepared by the Greater New York Carpet House and is available through STR's Bureau. Ask for it when you send in your request form on this page.

RECTIFIERS: A brand new Rectifier has been brought to the market by a veteran firm specializing in projection equipment. This is the Ashcraft Copper Oxide Rectifier. It is described in a booklet containing illustrations, general information on rectifier operation, and complete data on the new equipment. It's good business investigating new equipment, and you will be wise to send for one of these booklets.

LIGHTING FIXTURES: For those who are going modern, this swell folder from the Voigt Company will come in handy not only for ideas but for costs too. One of these modern fixtures will do wonders in brightening up a lounge room, lobby or wall bracket spot. Why not investigate?

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

6/24/39

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

. . . . . .

. . . . . .

. . . . . **Signed** . . . . . .

. . . . . **Theatre** . . . . . .

. . . . . **Address** . . . . . .

. . . . . **City** . . . . . .

. . . . . **State** . . . . . .

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

STOP, LOOK AND LOVE

20th-Fox | Drama | Not Set

Selling Names: Jean Rogers, Robert Kellard, Minna Gombell, William Frawley.
Director: Otto Brower.
Producer: Sol M. Wurtzel.
Story Idea: Minna Gombell, trying to make an impression on Robert Kellard, her daughter Jean Rogers' boy-friend, only succeeds in scaring the young man so that he leaves the house. Jean is crestfallen and starts to leave town, but Kellard catches up with her and young love comes together again.
Catchline: "Young love couldn't be frightened by words."

MR. WONG IN CHINATOWN

Mono. | Mystery-Drama | Not Set

Selling Names: Boris Karloff, Grant Withers, Marjorie Reynolds.
Director: William Nigh.
Producer: William T. Lackey.
Story Idea: Boris Karloff tries to solve the murder of a Chinese Princess who was killed while here on a secret mission. He learns that William Royle, captain of the ship that brought the princess and Peter George Lynn had cashed one of the princess's checks for a large sum of money the day she died, but that Huntley Gordon, the manager of the bank, is really responsible for her death
Catchline: "He solved her murder by uncovering her mission."

MODERN CINDERELLA

Univ. | Drama | Not Set

Selling Names: Irene Dunne, Charles Boyer, Nydia Westman, Onslow Stevens.
Producer and Director: John M. Stahl.
Story Idea: Irene Dunne, a waitress, meets Charles Boyer and he asks her to spend the following day with him. Caught in a storm, which turns into a hurricane, they seek shelter in a church, and, believing they will never again see the light of day, acknowledge their love for each other. Boyer tells Irene he cannot marry her and when he introduces her to his wife, who is a mental case, she agrees to let him go out of her life forever.
Catchline: "Stars of 'Love Affair' together again."

ESCAPE FROM ALCATRAZ

Col. | Drama | Not Set

Selling Names: Brian Donlevy, Jacqueline Wells.
Director: Charles Barton.
Associate Producer: Wallace MacDonald.
Story Idea: Brian Donlevy, of the State Attorney's office, is sentenced to the penitentiary to secure evidence about a bank robbery, using the alias of Red Murray, a desperado slain in the line of duty. He is almost stumped when Murray's sister, Jacqueline Wells, arrives, but he enlists her aid. Donlevy trails the suspect, after a jail break, and arrives in time to save the day and the bank's money.
Catchline: "An escape for the good of justice."

A WOMAN IS THE JUDGE

Col. | Drama | July 10

Selling Names: Frieda Inescort, Otto Kruger, Rochelle Hudson.
Director: Nick Grinde.
Producer: Irving Briskin.
Story Idea: The first case to come under Frieda Inescort's jurisdiction on the criminal court docket is that of Arthur Loft, charged with heading a lottery racket. Loft has records and photographs proving that his hireling, Rochelle Hudson, is Miss Inescort's missing daughter, and when he tries to use the evidence for blackmail, Rochelle refuses, and in self defense kills Loft. Miss Inescort resigns from the bench, and clears her daughter.
Catchline: "Her mother was the judge—and her attorney"

DESPERATE TRAILS

Univ. | Western | Aug. 4

Selling Names: John Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson
Director-Producer: Albert Ray
Story Idea: John Mack Brown comes to a small western town to help end the reign of the outlaws who browbeat the people. Keeping his identity a secret, he finds that Russell Simpson, the sheriff and Clarence Wilson, the banker, are the men behind the outlaw gang. With some clever tricks, he beats them at their own game; then turns them over to the marshal.
Catchline: "He beat the rustlers at their own game."

HAPPY ENDING

Para. | Drama | Not Set

Selling Names: Pat O'Brien, Olympe Bradna, Roland Young.
Director: Lewis Milestone.
Producer: George Arthur.
Story Idea: Pat O'Brien's wife leaves him the night of the opening of their play, because he and his friend Roland Young imbibed too much liquor and ruined the show, even though she was expecting a baby. Twenty years later he receives a note from his "unknown" daughter, telling him she would like to meet him. When she arrives she helps him get back his former standing in the theatre, just before he dies.
Catchline: "Affluent . . . yet he couldn't fool his own daughter."

COLORADO SUNSET

Rep. | Western | Not Set

Selling Names: Gene Autry, Smiley Burnette, June Storey, Robert Barrat.
Director: George Sherman.
Assoc. Producers: William Berke and Harry Grey.
Story Idea: Gene Autry and his Texas Troubadours, buy a ranch and a contract calling for the daily delivery of milk and then find themselves involved in a milk war. When hoodlums attack their cattle and Robert Barrat, local veterinarian asks Autry to join the "Dairymen's Protective Association." Autry gets busy and breaks up the association and the milk war.
Catchline: "Gene Autry goes from cowboy to milkman."

SHOULD HUSBANDS WORK?

Rep. | Drama | Not Set

Selling Names: James, Lucille and Russell Gleason, Marie Wilson, Harry Davenport.
Director: Gus Meins.
Assoc. Producer: Sol C. Siegel.
Story Idea: Lucille Gleason decides to keep her husband's appointment for him, during his absence, and give his sales talk for a job . . . but she gets the job instead. Then Gleason gets started trying to right the wrong and purposely gives Lucille the wrong formula for a shampoo demonstration. It all ends by Gleason getting the job for himself and Lucille going back home.
Catchline: "She tried to get his job for him by proxy."

CRIMINAL AT LARGE

Col. | Drama | Not Set

Selling Names: Jack Holt, Patricia Ellis, Stanley Fields, Arthur Hohl.
Director: Lewis D. Collins
Producer: Larry Darmour.
Story Idea: Jack Holt, because of his resemblance, is mistaken for a bank robber and given a twenty year sentence for a hold-up job. A fellow prisoner succeeds in getting Holt to join him in an escape, but they are captured. He is being cross-examined by the district attorney, when news comes of his robbing a bank, so he assists in finding the guilty man.
Catchline: "A double that caused him trouble."

MOUNTED POLICE #2

Col. | Western | Not Set

Selling Names: Charles Starrett, Iris Meredith, Stanley Brown.
Director: C. C. Coleman, Jr.
Assoc. Producer: Harry L. Decker.
Story Idea: Charles Starrett, Sergeant of the Royal Mounted, is forced to arrest Stanley Brown, the brother of Iris Meredith, his sweetheart, for the murder of Dick Curtis. Kenneth MacDonald and Edmund Cobb, patners of Curtis, who were after their ill-gotten wealth, had done the actual killing with Curtis' knife. When Brown is permitted to escape, in order to get the Mounties out of town, Starrett immediately suspects the real culprits and manages to get enough evidence to convict them.
Catchline: "Their proven alibis convicted them."

ADVENTURES OF SHERLOCK HOLMES

20th-Fox | Mystery-Drama | Not Set

Selling Names: Basil Rathbone, Nigel Bruce, Ida Lupino, Alan Marshall.
Director: Alfred Werker.
Assoc. Producer: Gene Markey.
Story Idea: Basil Rathbone has consented to solve the murder of Ida Lupino's father and brother. He finds that whoever killed the brother, did so from a great distance—so that when watching Ida, he suddenly sees a man step out of the bushes and begin to whirl a Bolas, he immediately recognizes the murder weapon. He captures the man and finds that his motive was revenge against Ida's father, for killing his father.
Catchline: "Sherlock Holmes solves a mystery within a mystery."

Novelty Promotion Piece

A circular novelty mailing piece in which a disk may be turned to reproduce photographs of the various characters in "Five Came Back" is a unit in the sales promotion campaign for the aviation drama. The recipient may use the mail piece as a game and guess as to which of the trapped persons survive and return to civilization from the jungle. On the reverse side of the novelty card are dramatic scenes from the production. The unit was originated by Leon J. Bamberger, sales promotion manager for RKO Radio Pictures.

WEEKLY STUDIO CHECK-UP

Any pictures on which Advance Dope have been published are marked by asterisk (*). See booking guide for dates of publication.

[This Week: In Production—60; Being Edited—80]
[Last Week: In Production—58; Being Edited—73]

COLUMBIA

Being Edited

WESTERN CARAVANS* (W)
MISSING DAUGHTERS*
MAN FROM SUNDOWN (W)*
PARENTS ON TRIAL*
MOUNTED POLICE No. 2*
A WOMAN IS THE JUDGE*
ESCAPE FROM ALCATRAZ*
CRIMINAL AT LARGE*

In Production (1938-39)

GOLDEN BOY
William Holden, Barbara Stanwyck. Directed by Rouben Mamoulian.

COAST GUARD
Randolph Scott, Ralph Bellamy. Directed by Edward Ludwig.

BLONDIE TAKES A VACATION
Arthur Lake, Penny Singleton. Directed by Frank Strayer

In Production (1939-40)

MR. SMITH GOES TO WASHINGTON
Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Produced and directed by Frank Capra.

GRAND NATIONAL

Being Edited

LADY TAKES A CHANCE*
MIRACLE OF MAIN STREET
with Margo, Walter Abel, Lyle Talbot. Directed by Steve Sekely.

In Production

ISLE OF DESTINY*

METRO-GOLDWYN-MAYER

Being Edited (1938-39)

ANDY HARDY GETS SPRING FEVER*
ON BORROWED TIME*
STRONGER THAN DESIRE*
THEY ALL COME OUT
Rita Johnson, Tom Neal.

Being Edited (1939-40)

WIZARD OF OZ (Tech.)*
BABES IN ARMS*

MIRACLES FOR SALE
Florence Rice, Robert Young, Henry Hull. Directed by Tod Browning.

In Production (1938-39)

LADY OF THE TROPICS*

In Production (1939-40)

THE WOMEN*
BLACKMAIL
Edward G. Robinson, Guinn Williams. Directed by H. C. Potter.

GONE WITH THE WIND (Tech.)
Vivien Leigh, Clark Gable, Leslie Howard, Olivia de Havilland. Directed by Victor Fleming. Produced by David O. Selznick.

BALALAIKA
Nelson Eddy, Ilona Massey. Directed by Reinhold Schunzel.

THUNDER AFLOAT
Wallace Beery, Robert Young. Directed by George Seitz.

A DAY AT THE CIRCUS
Marx Brothers and Florence Rice. Directed by Eddie Buzzell.

NINOTCHKA
Greta Garbo, Melvyn Douglas. Directed by Ernest Lubitsch.

THESE GLAMOUR GIRLS
Lew Ayres, Anita Louise, Lana Turner, Jane Bryan. Directed by S. Sylvan Simon.

MONOGRAM

Being Edited

STUNT PILOT*

In Production

MAN FROM TEXAS
Tex Ritter. Directed by Al Herman.

MR. WONG IN CHINATOWN*

PARAMOUNT

Being Edited (1938-39)

RENEGADE TRAIL (W)*
MAGNIFICENT FRAUD*
BULLDOG DRUMMOND'S BRIDE*
ISLAND OF LOST MEN*
MILLION DOLLAR LEGS*

Being Edited (1939-40)

NIGHT WORK*
GERONIMO*
BEAU GESTE*
WHAT A LIFE*
CAT AND THE CANARY*
DOUBLE DYED DECEIVER*
DISPUTED PASSAGE*
HAPPY ENDING*
THE STAR MAKER*
OUR LEADING CITIZEN
Bob Burns, Susan Hayward. Directed by Alfred Santell.

RANGE WAR (W)
William Boyd, Russell Hayden. Directed by Lesley Selander. Produced by Harry Sherman

In Production (1939-40)

RULER OF THE SEAS*
GULLIVER'S TRAVELS
Cartoon Feature. Produced by Max Fleischer. In Technicolor.

DR. CYCLOPS
Albert Dekker, Janice Logan. Directed by Ernest B. Schoedsack.

THE LIGHT THAT FAILED
Ronald Coleman, Ida Lupino, Walter Huston, Dudley Digges. Directed by William A. Wellman.

OUR NEIGHBORS—THE CARTERS
Fay Bainter, Frank Craven. Directed by Ralph Murphy.

ARGENTINA
William Boyd, Russell Hayden. Directed by Nate Watt.

ARE HUSBANDS NECESSARY
Fred MacMurray, Madeleine Carroll. Directed by Edward H. Griffth.

WORLD ON PARADE
William Henry, Judith Barrett. Directed by Edward Dmytryk.

THOUSAND DOLLARS A TOUCHDOWN
Joe E. Brown, Martha Raye. Directed by James Hogan.

In England

FRENCH WITHOUT TEARS
Ray Milland, Ellen Drew. Directed by Anthony Asquith. Produced by Mario Zambi.

RKO-RADIO

Being Edited

BACHELOR MOTHER*
CAREER*
WAY DOWN SOUTH*
BAD LANDS*
SPELL BINDER*

EVERYTHING'S ON ICE
Irene Dare, Roscoe Karns. Directed by Erle C. Kenton.

CONSPIRACY
Allan Lane, Linda Ware. Directed by Lew Landers.

In England

SAINT IN LONDON
George Sanders, Sally Grey. Directed by John Paddy Carstairs.

In Production

MEMORY OF LOVE*
NURSE EDITH CAVELL*
MY FIFTH AVENUE GIRL
Ginger Rogers, Tim Holt. Directed by Gregory La Cava.

FULL CONFESSIONS
Victor McLaglen, Sally Eilers. Directed by John Farrow.

DAY THE BOOKIES WEPT
Joe Penner, Barbara Reed. Directed by Les Goodwins.

REPUBLIC

Being Edited

IN OLD CALIENTE*
MICKEY, THE KID*
SHE MARRIED A COP*
SHOULD HUSBANDS WORK?*
COLORADO SUNSET (W)*

In Production

WYOMING OUTLAW (W)*

20th CENTURY-FOX

Being Edited (1938-39)

NEWS IS MADE AT NIGHT*
SECOND FIDDLE*

Being Edited (1939-40)

STANLEY AND LIVINGSTONE*
QUICK MILLIONS*
ESCAPE*
CHARLIE CHAN AT TREASURE ISLAND*
HOTEL FOR WOMEN*
FRONTIER MARSHALL
Randolph Scott, Binnie Barnes. Directed by Allan Dwan.

CHICKEN WAGON FAMILY
Jane Withers, Leo Carillo. Directed by Herbert I. Leeds.

STOP, LOOK AND LOVE*

In Production (1939-40)

THE RAINS CAME*
HOLLYWOOD CAVALCADE*
ADVENTURES OF SHERLOCK HOLMES*
HERE I AM A STRANGER
Richard Greene, Nancy Kelly, Richard Dix. Directed by William Seiter.

HEAVEN WITH A BARBED WIRE FENCE
Glenn Ford, Jean Rogers. Directed by Ricardo Cortez.

TIN HATS
Jane Withers, Ritz Brothers. Directed by H. Bruce Humberstone.

In England

SHIPYARD SALLY
Gracie Fields, Sydney Howard. Directed by Monty Banks.

UNITED ARTISTS

Being Edited

MAN IN THE IRON MASK*
WINTER CARNIVAL*
THEY SHALL HAVE MUSIC

In England

OVER THE MOON
Merle Oberon, Rex Harrison. Produced by Alexander Korda.

In Production

REAL GLORY*
A CHUMP AT OXFORD
Stan Laurel, Oliver Hardy. Produced by Hal Roach.

INTERMEZZO
Leslie Howard, Ingrid Bergman, Edna Best, Ann Todd. Directed by Gregory Ratoff. Produced by David O. Selznick.

In England

THIEF OF BAGDAD
Sabu, Conrad Veidt, June Duprez. Produced by Alexander Korda.

UNIVERSAL

Being Edited (1938-39)

THEY ASKED FOR IT*

Being Edited (1939-40)

MUTINY ON THE BLACK HAWK*
BRIGHT VICTORY*
DESPERATE TRAILS*

In Production (1938-39)

FORGOTTEN WOMAN*
MODERN CINDERELLA*

I STOLE A MILLION
George Raft, Claire Trevor.

In Production (1939-40)

OLD GRAD*
THE UNDERPUP*

UNEXPECTED FATHER
Sandy, Mischa Auer, Shirley Ross. Directed by Charles Lamont.

FURY OF THE TROPICS
Richard Arlen, Andy Devine.

HAWAIIAN NIGHTS
Johnny Downs, Constance Moore, Mary Carlisle, Eddie Quillan.

FIRST LOVE
Deanna Durbin, Lewis Howard, Robert Stack. Director, Henry Koster.

WARNER BROTHERS

Being Edited (1938-39)

NAUGHTY BUT NICE*
HELL'S KITCHEN*
INDIANAPOLIS SPEEDWAY*
EACH DAWN I DIE*
STEEPLECHASE*
WATERFRONT*
COWBOY QUARTERBACK*
HOBBY FAMILY*

Being Edited (1939-40)

OLD MAID*
ANGELS WASH THEIR FACES*
NO PLACE TO GO*
SECRET ENEMY*
A CHILD IS BORN*
NANCY DREW AND THE HIDDEN STAIRCASE*
DUST BE MY DESTINY*

In Production (1939-40)

PLAYING WITH DYNAMITE*
LADY AND THE KNIGHT*
CAREER MAN*

RETURN OF DR. X
Lya Lys, Wayne Morris, Humphrey Bogart, Rosemary Lane.

KID NIGHTINGALE
John Payne. Directed by George Amy.

ON YOUR TOES
Zorina, Eddie Albert. Directed by Ray Enright.

QUEER MONEY
Ronald Regan, Eddie Foy, Jr.

DEAD END KIDS AT MILITARY SCHOOL
Dead End Kids, Cissie Loftus, John Litel. Directed by William Clemens.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT

Initial Before Release Date Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel	.....	Reissued
Everything is Rhythm (Mu)		Harry Roy & Band	2/15/39	Not Rev.
Front Page (C)	100	A. Menjou-P. O'Brien	.....	Reissued
Heart of New York (Mu)	80	Jelson-Evans-Morgan	.....	Reissued
Hell's Angels (D)	110	Jean Harlow-B. Lyon	.....	Reissued
Monster Walks (My-D)	60	Mischa Auer	.....	Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess	.....	Reissued
Rain (D)	85	J. Crawford-W. Huston	.....	Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak	.....	Reissued
Sea Ghost (D)	60	Alan Hale-Claude Allister	.....	Reissued
Sky Devils (C-D)	88	Spencer Tracy	.....	Reissued
Street Scene (D)	79	Sylvia Sidney	.....	Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire	.....	Reissued
Tombstone Canyon (W)	67	Bob Burns	.....	Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff	.....	Reissued
Tumbleweeds (W)	86	William S. Hart	5/1/39	Reissued

COLUMBIA

1937-38

Colorado Trail (W)	55	Starrett-Meredith	(F)	9/8/38	b11/5/38
Convicted (D)	58	Hayworth-Quigley	(A)	8/18/38	b8/27/38
Girl's School (D)	73	A. Shirley-N. Gray	(F)	9/30/38	b10/1/38
Gladiator (C)	71	Brown-Travis	(F)	8/15/38	b8/6/38
I Am the Law (D)	83	E. Robinson-W. Barrie	(A)	9/2/38	b8/27/38
Juvenile Court (D)	61	Kelly-Hayworth	(F)	9/15/38	b9/17/38
Lady Objects (D)	67	L. Ross-G. Stuart	(A)	9/9/38	b9/17/38
Phantom Gold (W)	56	J. Luden-B. Marion	(F)	8/31/38	b11/26/38
Stranger From Arizona (W)	56	B. Jones-D. Fay		9/22/38	a8/27/38

1938-39

Adventure in Sahara (D)	58	P. Kelly-L. Gray	(A)	11/15/38	b12/24/38
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie (C)	68	P. Singleton-Arthur Lake	(F)	11/30/38	b11/5/38
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation		Penny Singleton-Arthur Lake		7/20/39	In Prod.
California Frontier (W)	54	Buck Jones-Carmen Bailey		12/15/38	a12/10/38
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
Coast Guard		Scott-Bellamy-Dee		7/31/39	In Prod.
Crime Takes a Holiday (D)	58	Holt-M. Ralston	(F)	10/5/38	b5/7/38
Escape From Alcatraz (D)		Brian Donlevy- Jacqueline Wells		7/27/39	a6/24/39
Criminal at Large (D)		Jack Holt-Patricia Ellis			a6/24/39
First Offenders (D)	61	Walter Abel-Beverly Roberts		4/12/39	a1/14/39
Flight to Fame (D)	57	C. Farrell-J. Wells	(F)	10/12/38	b12/24/38
Frontiers of '49 (W)	54	Bill Elliott-Luana de Alcaniz		1/19/39	a11/19/38
(Former title, "California Cavalcade")					
Golden Boy		Barbara Stanwyck-Wm. Holden			In Prod.
Good Girls Go to Paris (C)	75	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael			b5/27/39
Homicide Bureau (D)	63	B. Cabot-R. Hayworth	(F)	1/5/39	b2/4/39
In Early Arizona (W)	53	Elliott-Gulliver		11/2/38	a9/3/38
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Law of the Texan (W)	54	Buck Jones-D. Fay	(F)	10/24/38	b10/29/38
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Little Adventuress (C-D)	62	E. Fellows-R. Fiske	(F)	10/24/38	b12/17/38
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Lone Wolf Spy Hunt (D)	65	Warren William-Ida Lupino	(F)	1/27/39	b1/28/39
Man From Sundown (W)		Chas. Starrett-Iris Meredith		7/15/39	a6/3/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson		5/22/39	a3/25/39
Mounted Police No. 2 (W)		Chas. Starrett-Iris Meredith			a6/24/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)	64	Chas. Starrett-Linda Winters		3/30/39	a2/4/39
(Former title, "Mounted Police")					
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen		5/4/39	a2/18/39
Parents on Trial (D)		Jean Parker-Johnny Downs		6/29/39	a6/3/39
Rio Grande (W)	59	Chas. Starrett-Ann Doran		12/8/38	a10/1/38
(Former title, "North of Texas")					
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39	b4/29/39
Smashing the Spy Ring (D)	62	Ralph Bellamy-Fay Wray	(F)	12/29/38	b12/24/38
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith		4/27/39	a3/18/39
(Former title, "The Oklahoma Trail")					
Strange Case of Dr. Meade (D)	65	Jack Holt-Beverly Roberts	(F)	12/15/38	b10/29/38
(Reviewed as "Outside the Law")					
Terror of Tiny Town (Mu-W)	60	All Midget Cast	(F)	12/1/38	b7/16/38
Texas Stampede (W)	57	Charles Starrett-I. Meredith		2/9/39	a1/14/39
There's That Woman Again (My-C)	70	Douglas-Bruce	(F)	12/24/38	b12/17/38
Thundering West (W)	57	C. Starrett-I. Meredith		1/12/39	a11/19/38
Trapped In the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)		Chas. Starrett-Iris Meredith		6/15/39	a5/6/39
(Former title, "Arizona Cowboy")					
West of Sante Fe (W)	57	Starrett-Meredith	(F)	10/3/38	b12/24/38
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge (D)		Otto Kruger-Rochelle Hudson		7/10/39	a6/24/39
You Can't Take It With You (C)	125	L. Barrymore-Arthur-Stewart	(F)	9/29/38	b8/27/38

1939-40

Mr. Smith Goes to Washington	Jean Arthur-James Stewart		In Prod.

GAUMONT BRITISH 1938-39 (Dist. by 20th-Fox)

Climbing High (C)	79	Matthews-Redgrave	(F)		b12/17/38
Crime Over London (D)	68	Cawthorn-Sidney-Grahame	(F)	8/15/38	b8/6/38
Lady Vanishes (D)	78	Lukas-Whitty	(F)	11/1/38	b9/3/38
Man With 100 Faces (D)	72	Tom Walls-Lilli Palmer	(A)	10/1/38	b11/5/38
Pagliacci (Mu-D)	78	Tauber-Duna	(A)		b10/15/38
(Reviewed as "A Clown Must Laugh")					
Sailing Along (Mu-C)	79	Matthews-Whiting	(F)	4/15/38	b2/12/38
Show Goes On (D)	71	Neagle-Carminati	(F)	6/15/38	b8/14/37
Strange Boarders (D)	73	T. Walls- R. St. Cyr	(A)	8/1/38	b6/4/38
Thirty-Nine Steps (D)	80	Donat-Madeleine Carroll	(F)	9/15/38	Reissued
Three on a Week End (C-D)	72	Lodge-Lockwood	(A)	7/1/38	b2/12/38
(Reviewed as "Illegal Holiday")					
To the Victor (D)	71	Fyffe-Loder-Lockwood	(F)	3/15/38	b2/12/38
Ware Case		Clive Brook-Jane Baxter			In Prod.

GRAND NATIONAL 1937-38

Dangerous Secrets (D)	70	P. Lukas-L. Travers	(A)	8/19/38	b8/28/37
(Reviewed as "Brief Ecstasy")					
Utah Trail (W)	55	Tex Ritter		8/12/38	a7/9/38

GRAND NATIONAL 1938-39

Title	Mins.	Stars	Rel. Date	See Issue of
Cipher Bureau (D)	70	Ames-Woodbury	(F) 11/4/38	b10/29/38
Crashing Thru (D)		James Newill-Warren Hull	1/20/39	a12/31/38
Exile Express (D)	71	Anna Sten-Alan Marshal	(A) 5/27/39	b2/11/39
Frontier Scout (W)	61	George Houston	(F) 10/21/38	b9/17/38
Isle of Destiny (D)		Ford-Lang-Gargan		a6/10/39
Lady Takes a Chance (D)		Heather Angel-John King		a3/4/39
(Former title, "Everything Happens to Ann")				
Long Shot (D)	69	Marsha Hunt	(F) 1/6/39	b12/31/38
Miracle on Main Street		Margo- W. Abel-L. Talbot		In Prod.
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F) 5/20/39	b2/25/39
Renfrew Saves a Lady		James Newell	2/10/39	Not Rev.
Ride 'Em Cowgirl (W)	52	Dorothy Page-Vince Barnett	(F) 1/20/39	b1/21/39
Shadows Over Shanghai (D)	66	Ralph Morgan	(F) 10/14/38	b9/17/38
Singing Cowgirl	57	Dorothy Page-David O'Brien	5/31/39	a11/19/38
(Former Title "Lady Buckaroo")				
Six-Gun Rhythm (W)	57	Tex Fletcher-Joan Barclay	(F) 5/13/39	b2/18/39
Sunset Murder Case (D)	57	Sally Rand		a8/20/38
(Former title, "Murder on Sunset Boulevard")				
Titans of the Deep (T)	47	Dr. Wm. Beebe-Otis Barton	(F) 10/28/38	b11/19/38
Trigger Pals (W)	55	Art Jarrett-Lee Powell	(F) 1/13/39	b1/14/39
Water Rustlers (W)	56	Dorothy Page-David O'Brien	1/6/39	a11/19/38
(Former title, "The Last Barrier")				

MGM

1937-38

Block-Heads (C)	58	Laurel-Hardy	(F)	8/19/38	b8/20/38
Crowd Roars (D)	92	Taylor-Arnold-Morgan	(F)	8/5/38	b7/30/38
Marie Antoinette (H-D)	160	N. Shearer-T. Power	(F)	8/26/38	b7/16/38
Rich Man, Poor Girl (C-D)	74	Young-Hussey-Ayres	(F)	8/12/38	b8/13/38

1938-39

Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (D)		Mickey Rooney-Lewis Stone		7/21/39	a4/29/39
Boys Town (D)	92	S. Tracy-M. Rooney	(F)	9/9/38	b9/10/38
Bridal Suite (C-D)	67	Reb't Young-Billie Burke	(F)	5/26/39	b5/27/39
Burn 'Em Up O'Connor (D)	70	Dennis O'Keefe-Cecilia Parker	(F)	1/13/39	b1/14/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Christmas Carol (D)	69	R. Owen-T. Kilburn	(F)	12/16/38	b12/17/38
Citadel (D)	110	R. Russell-R. Donat	(F)	10/28/38	b10/29/38
Dramatic School (D)	78	Rainer-A. Marshall	(A)	12/9/38	b12/10/38
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Flirting With Fate (C)	70	Joe E. Brown	(F)	12/2/38	b12/3/38
Four Girls in White (D)	73	Florence Rice-Alan Marshall	(F)	1/27/39	b1/28/39
Girl Downstairs (C)	76	F. Tone-F. Gaal	(F)	12/23/38	b12/31/38
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)		b5/20/39
Great Waltz (Mu)	104	Rainer-Gravet	(F)	11/4/38	b11/5/38
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
Idiot's Delight (D)	109	Gable-Shearer	(A)	1/27/39	b1/28/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)		Hedy Lamarr-Rob't Taylor			a5/27/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Listen, Darling (C-D)	73	Bartholomew-Garland	(F)	10/21/38	b10/22/38
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Rob't Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale		Florence Rice-Robert Young		7/28/39	In Prod.
On Borrowed Time (D)		Lionel Barrymore-Beulah Bondi		7/7/39	a4/29/39
Out West With the Hardys (C-D)	83	Rooney-Stone-Parker	(F)	11/25/38	b11/26/38
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
Shining Hour (D)	75	Crawford-Sullavan-Young	(F)	11/18/38	b11/19/38
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Spring Madness (C-D)	65	O'Sullivan-Ayres-Meredith	(F)	11/11/38	b11/19/38
Stablemates (D)	89	W. Beery-M. Rooney	(F)	10/7/38	b10/8/38
Stand Up and Fight (D)	95	Taylor-Beery-Rice	(F)	1/6/39	b1/7/39
Stronger Than Desire (D)		Virginia Bruce-Walter Pidgeon		6/30/39	a5/27/39
Sweethearts (Mu)	119	MacDonald-Eddy-Morgan (Tech.)	(F)	12/30/38	b12/24/38
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
They All Come Out (D)		Rita Johnson-Tom Neal		7/14/39	In Prod.
Three Loves Has Nancy (C)	67	Montgomery-Gayner-Tone	(F)	9/2/38	b9/3/38
Too Hot to Handle (C-B)	105	C. Gable-M. Loy	(F)	9/16/38	b9/17/38
Vacation From Love (C)	65	D. O'Keefe-F. Rice	(F)	9/23/38	b10/8/38
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Young Dr. Kildare (D)	81	L. Barrymore-L. Ayres	(F)	10/14/38	b10/15/38

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Babes in Arms (D)	Mickey Rooney-Judy Garland			a6/10/39
Balalaika	Nelson Eddy-Ilona Massey			In Prod.
Blackmail	E. G. Robinson-Guinn Williams			In Prod.
Day at the Circus	Marx Bros.-Florence Rice			In Prod.
Gone With the Wind	Gable-Leigh-Howard (Tech.)			In Prod.
Ninotchka	Greta Garbo-Melvyn Douglas			In Prod.
These Glamor Girls	Lew Ayres-Lana Turner			In Prod.
Thunder Afloat	Wallace Beery-Robert Young			In Prod.
Wizard of Oz (Tech.)	Judy Garland-Frank Morgan			a11/12/38
Women, The (D)	Shearer-Crawford-Russell			a5/27/39

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Mexicali Kid (W)	55	Jack Randall	(F)	8/17/38	b9/10/38

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Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Barefoot Boy (D)	63	Moran-Morgan-Jones	(F)	8/3/38	b9/3/38
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Convict's Code (D)	66	Robert Kent-Anne Nagel	(A)	1/18/39	b2/11/39
Drifting Westward (W)		Jack Randall-Ethel Duran		1/25/39	a1/7/39
(Former title, "Santa Fe Bound")					
Down the Wyoming Trail (D)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Gangster's Boy (D)	80	Jackie Cooper	(F)	11/19/38	b11/12/38
Gang Bullets (D)	63	Anne Nagel	(F)	11/23/38	b12/10/38
Gun Packer (D)	73	Jack Randall	(F)	11/16/38	b11/12/38
I Am a Criminal (D)	73	John Carroll-Kay Linaker	(F)	12/14/38	b12/3/38
Little Pal (D)	66	Ralph Bellamy-Mickey Rooney	(F)	2/15/39	Reissued
Man From Texas (W)		Tex Ritter		6/29/39	In Prod.
Mr. Wong, Detective (My-D)	66	Boris Karloff	(A)	10/5/38	b10/8/38
Mr. Wong in Chinatown (My-D)		Boris Karloff-Marjorie Reynolds			a6/24/39
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry?		Anne Nagel-Warren Hull		6/16/39	a5/6/39
(Former title "Girl from Nowhere")					
Song of the Buckaroo (W)	58	Tex Ritter	(F)	12/7/38	b1/14/39
Starlight Over Texas (W)	56	Tex Ritter	(F)	9/7/38	b9/24/38
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39

(Continued on Next Page)

MONOGRAM (Continued) 1938-39

Title	Mins.	Stars		Rel Date	See Issue of
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)		John Trent-Marjorie Reynolds		6/29/39	a6/3/39
Sundown on the Prairie (W)	53	Tex Ritter		2/1/39	a2/18/39
Sweetheart of Sigma Chi (D)	75	Carlisle-Grable-Crabbe	(F)	10/10/38	Reissue
Tough Kid (D)	61	Frankie Darro	(F)	12/28/38	b1/7/39
Trigger Smith (W)	51	Jack Randall		3/22/39	a2/25/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Under the Big Top (D)	63	Nagel-Main-La Rue	(F)	8/31/38	b9/17/38
Wanted by the Police (D)	59	Frankie Darro	(F)	9/21/38	b9/24/38
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Where the Buffalo Roam (W)	61	Tex Ritter	(F)	10/19/38	b10/29/38
Wild Horse Canyon (W)	50	Jack Randall	(F)	12/21/38	b1/7/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Bulldog Drummond in Africa (D)	60	H. Angel-J. Howard	(F)	8/19/38	b8/6/38
Give Me a Sailor (C)	80	Raye-Hope-Grable	(F)	8/5/38	b7/30/38
Spawn of the North (D)	110	Raft-Barrymore-Lamour	(F)	8/26/38	b8/20/38
Texans (H-D)	91	Scott-J. Bennett	(F)	8/12/38	b7/16/38

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Ambush (D)	62	Gladys Swarthout	(F)	1/20/39	b1/21/39
Arkansas Traveler (D)	83	B. Burns-M. Carlisle	(F)	10/14/38	b10/8/38
Arrest Bulldog Drummond (My-D)	60	Howard-Angel-Warner	(F)	11/25/38	b11/26/38
Artists and Models Abroad (C)	90	Benny-J. Bennett-Boland	(F)	12/30/38	b10/29/38
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D) (Reviewed as "Vessel of Wrath")	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (D) (Former title, "Mr. & Mrs. Bulldog Drummond")		John Howard-Heather Angel		6/30/39	a3/25/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Campus Confessions (D)	64	H. Luisetti-B. Grable	(F)	9/16/38	b9/24/38
Disbarred (D)	59	Patrick-Kruger	(F)	1/6/39	b1/28/39
Frontiersman (W)	74	Bill Boyd	(F)	12/16/38	b11/26/38
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
If I Were King (H-D)	100	Colman-Dee-Rathbone	(F)	11/11/38	b9/17/38
Illegal Traffic (D)	67	J. C. Naish-M. Carlisle	(F)	11/4/38	b11/5/38
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
In Old Mexico (W)	62	W. Boyd-G. Hayes	(F)	9/9/38	b8/6/38
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men		Anna May Wong-A. Quinn		7/28/39	a4/1/39
King of Alcatraz (D)	55	Naish-Nolan-Patrick	(F)	9/30/38	b10/8/38
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Little Orphan Annie (C-D)	56	Gillis-Kent-Travis	(F)	12/2/38	b12/3/38
Magnificent Fraud (D)		Lloyd Nolan-Akim Tamiroff		7/21/39	a3/18/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39
Men With Wings (D) (Tech.)	104	MacMurray-Milland	(F)	10/28/38	b10/22/38
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs		Betty Grable-Jackie Coogan		7/14/39	a4/8/39
Mysterious Rider (W)	74	Dumbrille-Toler-Fields	(F)	10/21/38	b9/24/38
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
"One third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Paris Honeymoon (Mu)	83	B. Crosby-F. Gaal	(A)	1/27/39	b12/24/38
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Pride of the West (W)	55	Boyd-Hayes-Hayden	(F)	7/8/38	b6/25/38
Renegade Trail (W) (Former title, "Arizona Bracelets")		Bill Boyd		8/4/39	all/26/38
Ride a Crooked Mile (D)	78	F. Farmer-L. Erikson	(F)	12/9/38	b12/10/38
Say It In French (C)	70	Milland-Bradna	(F)	11/25/38	b11/26/38
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Sing You Sinners (C-D)	88	B. Crosby-F. MacMurray	(F)	9/2/38	b8/13/38
Star Maker (Mu-C)		Bing Crosby-Louise Campbell		8/25/39	a5/6/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Sons of the Legion (D)	60	D. O'Connor-B. Lee	(F)	9/23/38	b9/17/38
Stolen Life (D)	93	Elisabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
Thanks For the Memory (C)	75	B. Hope-S. Ross	(F)	11/18/38	b11/5/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)		b4/8/39
Tom Sawyer, Detective (C)	64	D. O'Connor-Cook	(F)	12/23/38	b12/24/38
Touchdown, Army (D)	70	M. Carlisle-J. Howard	(F)	10/7/38	b10/1/38
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39
Zaza (D)	86	C. Colbert-H. Marshall	(A)	1/13/39	b1/7/39

1939-40

Are Husbands Necessary?	F. MacMurray-Madeleine Carroll			In Prod.
Argentina	Wm. Boyd-Russell Hayden			In Prod.
Beau Geste (D)	Gary Cooper-Ray Milland			a3/4/39
Cat and the Canary (My-D)	Bob Hope-Paulette Goddard			a4/22/39
Disputed Passage (D)	Dorothy Lamour-Akim Tamiroff			a5/13/39
Double-Dyed Deceiver (D)	Tito Guizar-June Clayton			a5/27/39
Dr. Cyclops	Albert Dekker-Janice Logan			In Prod.
Geronimo (D)	Preston Foster-Ellen Drew			a4/8/38
Gulliver's Travels	Tech. Cartoon Feature			In Prod.
Happy Ending (D)	Pat O'Brien-Olympe Bradna			a6/24/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	b5/27/39
Light That Failed	Ronald Colman-Ida Lupino			In Prod.
Night Work (C)	Mary Boland-Charlie Ruggles			a5/20/39
Our Leading Citizen	Bob Burns-Susan Hayward			In Prod.
Our Neighbors	The Carters-Bainter-Craven			In Prod.
Range War (W)	Wm. Boyd-Russell Hayden			a6/10/39
Ruler of the Seas (D)	Fairbanks, Jr.—Lockwood			a5/20/39
St. Martin's Lane (D)	80	Laughton-Leigh	(F)	b7/9/38
Thousand Dollars a Touchdown	Joe E. Brown-Martha Raye			In Prod.
What a Life (C)	Jackie Cooper-Betty Field			a4/8/39
World On Parade	William Henry-Judith Barrett			In Prod.

R.K.O.-RADIO

1937-38

Breaking the Ice (Mu)	82	Bobby Breen	(F)	8/26/38	b8/27/38
Carefree (Mu-C)	83	Astaire-Rogers	(F)	9/2/38	b8/27/38
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Painted Desert (W)	60	Geo. O'Brien	(F)	8/12/38	b8/27/38
Renegade Ranger (W)	59	G. O'Brien-R. Hayworth	(F)	9/16/38	b9/17/38
Smashing the Rackets (D)	80	C. Morris-F. Mercer	(F)	8/19/38	b7/23/38
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

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Affairs of Annabel (C)	75	J. Oakie-L. Ball	(F)	9/9/38	b7/16/38
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Annabel Takes a Tour (C)	64	Oakie-Ball	(F)	11/11/38	b10/22/38
Arizona Legion (W)	56	George O'Brien	(F)	1/20/39	b1/14/39
Bachelor Mother (D) (Former title, "Little Mother")		Ginger Rogers-David Niven		8/4/39	a3/25/39
Bad Lands (D)		N. Beery, Jr.-G. Williams		8/11/39	a6/3/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/38
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)		Alice Eden-John Archer		7/7/39	a5/6/39
Conspiracy		Allan Lane-Linda Ware			In Prod.
Day the Bookies Wept		Joe Penner-Barbara Reed			In Prod.
Everything's On Ice		Irene Dare-Roscoe Karns			In Prod.
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Fugitives For a Night (D)	64	Albertson-Lynn	(F)	9/23/38	b8/27/38
Full Confessions		Victor McLaglen-Sally Eilers			In Prod.
Girl and the Gambler (C)	62	Stein Duna-Lee Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Great Man Votes (C-D)	72	J. Barrymore-Peter Holden	(F)	1/13/39	b1/14/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
Lawless Valley (W)	59	G. O'Brien-K. Sutton	(F)	11/4/38	b12/10/38
Law West of Tombstone (W)	72	Harry Carey	(F)	11/18/38	b11/19/38
Lost Squadron (D)	79	Joel M'Crea-Richard Dix	(F)	7/14/39	Reissue
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Mad Miss Manton (My-D)	78	Stanwyck-Fonda	(F)	10/21/38	b10/15/38
Man to Remember (D)	80	A. Shirley-L. Bowman	(F)	10/14/38	b10/8/38
Memory of Love (D)		Lombard-Grant-Francis			a5/13/39
Mr. Doodle Kicks Off (C)	75	Joe Penner	(F)	10/7/38	b9/17/38
My Fifth Avenue Girl		Ginger Rogers-Tim Holt			In Prod.
Next Time I Marry (C)	65	L. Ball-J. Ellison	(F)	12/9/38	b12/10/38
Nurse Edith Cavell (D)		Anna Neagle-George Sanders			a6/3/39
Of Human Bondage (D)	79	Leslie Howard-Bette Davis	(A)	7/14/39	Reissue
Pacific Liner (D)	76	Victor M'Laglen-Chester Morris	(A)	1/6/39	b12/31/38
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Peck's Bad Boy With the Circus (C)	68	T. Kelly-A. Gillis	(F)	11/25/38	b11/26/38
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Room Service (C)	78	Marx Bros.	(F)	9/30/38	b9/17/38
Saint in London		Geo. Sanders-Sally Grey		6/30/39	In Prod.
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sixty Glorious Years (H-D)	90	Neagle-Walbrook (Tech)	(F)		b10/29/38
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	4/29/39
Spell Binder (D)		Lee Tracy-Barbara Reed		7/28/39	a6/3/39
Tarnished Angel (D)	67	Eilers-Guilfoyle	(A)	10/28/38	b10/29/38
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/38
Way Down South (Mu-D)		Bob Breen		7/21/39	a5/13/39

REPUBLIC

1937-38

Come On Leathernecks (D)	65	Cromwell-Hunt-MacFarlane	(F)	8/8/38	b8/27/38
Desperate Adventure (D)	65	R. Novarro-M. Tallichet	(F)	8/15/38	b7/30/38
Durango Valley Raiders (W)	55	B. Steele-L. Stanley		8/22/38	Not Rev.
Heroes of the Hills (W)	55	Three Mesquiteers	(F)	8/1/38	b8/6/38
Higgins Family (C)	64	The Gleasons	(F)	8/29/38	b8/27/38
Man From Music Mountain (W)	58	Autry-Burnette-Hughes	(F)	8/15/38	b8/13/38
Prairie Moon (W)	58	Autry-Burnette	(F)	10/7/38	b10/22/38
Rhythm of the Saddle (W)	58	G. Autry-S. Burnette	(F)	11/4/38	b11/12/38
Tenth Avenue Kid (D)	65	Bruce Cabot-B. Roberts	(F)	8/22/38	b8/27/38

1938-39

Billy the Kid Returns (W)	56	R. Rogers-M. Hart	(F)	9/4/38	b9/3/38
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)		G. Autry-Smiley Burnette			a6/24/39
Come On Rangers (W)	57	Roy Rogers-Mary Hart	(F)	11/25/38	b11/26/38
Down in Arkansaw (C-D)	66	R. Byrd-Weaver Bros. & Elviry	(F)	10/8/38	b10/1/38
Federal Man Hunt (D)	64	Rob't Livingston-June Travis	(F)	12/26/38	b1/14/39
Fighting Thoroughbreds (D)	65	Ralph Byrd-Mary Carlisle	(F)	1/6/39	b1/21/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)		Roy Rogers-Mary Hart		6/19/39	a5/13/39
I Stand Accused (D)	63	R. Cummings-Helen Mack	(A)	10/29/38	b10/22/38
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	65	Byrd-Cabot-Ryan		7/3/39	a5/13/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette		6/9/39	a5/6/39
Mysterious Miss X (My-D)	65	Michael Whalen-Mary Hart	(F)	1/10/39	b1/21/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
Night Hawk (D)	63	Livingston-Travis	(F)	10/1/38	b10/1/38
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Orphans of the Street (D)	64	Livingston-Storey	(F)	12/5/38	b12/17/38
Overland Stage Raiders (W)	55	3 Mesquiteers	(F)	9/20/38	b10/1/38
Pals of the Saddle (W)	55	3 Mesquiteers	(F)	8/28/38	b9/17/38
Pride of the Navy (D)	65	James Dunn-Rochelle Hudson	(F)	1/23/39	b1/28/39
Red River Range (W)	56	3 Mesquiteers		12/22/38	all/12/38
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Santa Fe Stampede (W)	56	3 Mesquiteers	(F)	11/19/38	b12/10/38
She Married a Cop (D) (Former title, "Laughing Irish Hearts")		Phil Regan-Jean Parker			a6/3/39
Shine On, Harvest Moon (W)	57	Roy Rogers-Mary Hart	(F)	12/23/38	b12/17/38
Should Husbands Work? (D)		The Gleasons			a6/24/39
SOS—Tidal Wave D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Storm Over Bengal (D)	65	P. Knowles-R. Hudson	(F)	11/14/38	b11/12/38
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Western Jamboree (W)	57	Gene Autry-Smiley Burnette	(F)	12/2/38	b12/24/38
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)	56	3 Mesquiteers		6/27/39	a6/3/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger		5/27/39	b5/27/39

TWENTIETH CENTURY-FOX

1938-39

Alexander's Ragtime Band (D)	105	Power-Faye-Ameche	(F)	8/19/38	b5/28/38
Always In Trouble (C)	70	Withers-Rogers-Kellard	(F)	11/2/38	b8/20/38
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Honolulu (My-D)	65	Sidney Toler-Phyllis Brooks	(F)	1/30/39	b12/31/38
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	60	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Down on the Farm (C)	61	Jones Family	(F)	12/16/38	b10/15/38
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Five of a Kind (C)	83	Dionne Quints-J. Hersholt	(F)	10/14/38	b10/15/38
Gateway (D)	73	Ameche-Whelan	(F)	8/5/38	b8/6/38
Gorilla (C)	65	Ritz Bros.-Anita Louise	(F)	5/26/39	b5/27/39
Hold That Co-Ed (C)	79	Murphy-Weaver-J. Barrymore	(F)	9/16/38	b9/17/38
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)		Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jesse James (D)	105	Power-Kelly (Tech.)	(F)	12/23/38	b1/14/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Just Around the Corner (C-D)	70	Temple-Farrell	(F)	11/11/38	b11/5/38
Keep Smiling (D)	72	Withers-Stuart-Wilcoxon	(F)	8/12/38	b6/18/38
Kentucky (D)	96	Young-Greene (Tech.)	(F)	12/30/38	b12/17/38
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Meet the Girls (C)	60	J. Lang-L. Bari	(F)	10/7/38	b7/23/38
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
My Lucky Star (C-D)	90	Henie-Greene	(F)	9/2/38	b9/3/38
Mysterious Mr. Moto (My)	62	Peter Lorre	(F)	10/21/38	b6/4/38
News Is Made At Night (D)		Preston Foster-Lynn Bari		7/21/39	a3/18/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Road Demon (D)	65	Arthur-Valerie-Armetta	(F)	12/2/38	b8/27/38
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Safety in Numbers (C)	55	Jones Family	(F)	9/9/38	b8/13/38
Second Fiddle (D)		Sonja Henie-Tyrone Power		6/23/39	a4/8/39
Sharpshooters (D)	62	B. Donlevy-L. Bari	(F)	11/18/38	b9/24/38
Smiling Along (Mu-D)	91	G. Fields-M. Maguire	(F)	1/20/39	b10/22/38
So This Is London (C) (Reviewed as "Paddy Darling")	70	Drayton-Hare	(A)		b2/4/39
Speed to Burn (D)	61	M. Whalen-L. Bari	(F)	8/26/38	b6/11/38
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Straight Place and Show (C)	65	Ritz Bros. Merman	(F)	9/30/38	b10/1/38

20TH CENT.-FOX (Cont.) 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Submarine Patrol (C-D)	95	R. Greene-N. Kelly	(F)	11/25/38	b11/5/38
Suez (D)	104	Power-Young-Annabella	(F)	10/28/38	b10/22/38
Susannah of the Mounties (D)	77	Shirley Temple-Randolph Scott	(F)	7/28/39	b6/24/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Thanks for Everything (C)	70	Oakie-Whelan	(F)	12/23/38	b12/10/38
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Time Out For Murder (My-D)	59	M. Whalen-Stuart	(F)	9/23/38	b7/2/38
(Reviewed as "Meridian 7-1212")					
Up the River (C)	75	Foster-Brooks-Martin	(F)	12/9/38	b11/12/38
While New York Sleeps (D)	63	Michael Whalen	(F)	12/16/38	b8/27/38
White Lady of the Orient (D)		Alice Faye-Warner Baxter		7/7/39	a8/13/38
(Former title, "By the Dawn's Early Light")					
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Adventures of Sherlock Holmes (My-D)		Basil Rathbone-Nigel Bruce			a6/24/39
Charlie Chan at Treasure Island (My		Sidney Toler-Sen Yung			a6/3/39
Chicken Wagon Family		Jane Withers-Leo Carrillo			In Prod.
Escape, The (D)		Kane Richmond-Amanda Duff			a5/27/39
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Heaven With Barbed Wire Fence		Glenn Ford-Jean Rogers			In Prod.
Here I Am, A Stranger		Richard Greene-Nancy Kelly			In Prod.
Hollywood Cavalcade		Alice Faye-Don Ameche			a6/10/39
(Former title, "Falling Stars")					
Hotel For Women (D)		Elsa Maxwell-Jas. Ellison			a5/13/39
Quick Millions		Jones Family			a5/13/39
(Former title "Jones Family at the Grand Canyon")					
Rains Came D)		Loy-Power-Brent			a5/13/39
Stanley and Livinostone (D)		S. Tracy-Greene-Kelly			a3/4/39
Stop, Lock and Love (D)		Jean Rogers-Robert Kellard			a6/24/39
Tin Hats		Jane Withers-Ritz Brothers			In Prod.

UNITED ARTISTS 1938-39

Algiers (D)	95	Boyer-LaMarr-Gurie	(A)	8/5/38	b7/2/38
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Cowboy and the Lady (C-D)	91	Cooper-Oberon	(F)	11/17/38	b11/12/38
Drums (D)	99	Sabu-Massey-Hobson (Tech.)	(F)	9/26/38	b4/16/38
(Reviewed as "Mutiny In the Mountains")					
Duke of West Point (D)	109	L. Hayward-J. Fontaine	(F)	12/29/38	b12/17/38
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
There Goes My Heart (C)	84	F. March-V. Bruce	(F)	10/14/38	b10/1/38
Topper Takes a Trip (C)	80	C. Bennett-R. Young	(A)	1/12/39	b12/31/38
Trade Winds (D)	94	March-J. Bennett	(F)	12/22/38	b12/24/38
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Young in Heart (C-D)	90	Gaynor-Fairbanks, Jr.-Goddard	(F)	10/27/38	b11/5/38
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Chump At Oxford		Stan Laurel-Oliver Hardy			In Prod.
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Intermezzo		Leslie Howard-Edna Best			In Prod.
Man in the Iron Mask (D)		Louis Hayward-Joan Bennett		8/11/39	a3/25/39
Over the Moon		Oberon-Rex Harrison (Tech.)			In Prod.
Real Glory		Gary Cooper-Andrea Leeds			a6/10/39
They Shall Have Music (D)		Jascha Heifetz-Andrea Leeds		7/15/39	a6/3/39
(Former title, "Music School")					
Winter Carnival (D)		Ann Sheridan-Richard Carlson		7/28/39	a5/13/39

UNIVERSAL 1937-38

Letter of Introduction (C-D)	100	Menjou-Bergen & McCarthy-Leeds	(F)	8/ 5/38	b8/6/38
Missing Guest (My-D)	65	Kelly-Moore-Lundigan	(F)	8/12/38	b8/27/38
That Certain Age (C)	100	D. Durbin-J. Cooper	(F)	10/7/38	b10/1/38

1938-39

Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Black Bandit (W)	58	B. Baker-M. Reynolds	(F)	9/16/38	b11/19/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
Dark Rapture (TR)	80	Native Cast	(F)	8/26/38	b10/15/38
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Exposed (D)	63	Glenda Farrell-Otto Kruger	(F)	11/4/38	b11/26/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
Freshman Year (C)	65	Dunbar-Truex	(F)	9/2/38	b8/27/38
Gambling Ship (D)	61	Helen Mack-Robert Wilcox	(A)	1/20/39	b12/24/38
Ghost Town Riders (W)	57	B. Baker-F. Shannon		12/16/38	a10/29/38
Guilty Trail (W)	57	Bob Baker		10/21/38	a9/10/38
His Exciting Night (C)	61	C. Ruggles-M. Martin	(F)	11/11/38	b12/17/38
Honor of the West (W)	58	Bob Baker		1/13/39	a11/26/38
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million		George Raft-Claire Trevor		7/14/39	In Prod.
Last Express (My)	56	Taylor-Ames	(A)	10/28/38	b10/8/38
Last Warning	62	P. Foster-F. Robinson	(F)	1/13/39	b12/10/38
Little Tough Guys In Society (C)	68	Boland-E. E. Horton	(F)	11/25/38	b11/26/38
Mars Attacks the World (D)	60	Buster Crabbe-Jean Rogers	(F)	11/18/38	b11/12/38
Modern Cinderella (D)		Irene Dunne-Charles Boyer		8/4/39	a6/24/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Newsboys' Home (D)	73	Jackie Cooper-Little Tough Guys	(F)	12/23/38	b1/7/39
Personal Secretary (C-D)	62	W. Gargan-J. Hodges	(F)	9/9/38	b10/1/38
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Prairie Justice (W)	57	Bob Baker		11/14/38	a9/24/38
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Road to Reno (C-D)	69	H. Hampton-R. Scott	(F)	9/23/38	b9/3/38
Secrets of a Nurse (D)	67	Edmund Lowe-Helen Mack	(F)	12/9/38	b11/19/38
Service De Luxe (C)	85	C. Bennett-C. Ruggles	(F)	10/21/38	b10/22/38
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Son of Frankenstein (D)	93	Basil Rathbone-J. Hutchinson	(A)	1/13/39	b1/21/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Storm (D)	75	Bickford-Foster	(F)	10/28/38	b11/5/38
Strange Faces (D)	60	Kent-Jenks	(F)	12/2/38	b12/10/38
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
Swing, Sister, Swing (Mu-C)	62	Ken Murray-Kathryn Kane	(F)	12/16/38	b12/17/38
Swing That Cheer (C-D)	63	Tom Brown-C. Moore	(F)	10/14/38	b11/19/38
They Asked For It (D)		Wm. Lundigan-Joy Hodges		5/26/39	a4/22/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
Youth Takes a Fling (C-D)	78	J. McCrea-A. Leeds	(F)	9/30/38	b10/1/38

1939-40

Bright Victory (D)		J. Cooper-Freddie Bartholomew			a6/10/39
Desperate Trails (W)		Brown-Baker-Knight			a6/24/39
First Love		Deanna Durbin-Leslie Howard			In Prod.
Forgotten Woman (D)		Sigrid Gurie-Donald Briggs		7/7/39	a6/10/39
Fury of the Tropics		Richard Arlen-Andy Devine			In Prod.
Hawaiian Nights		Downs-Moore-Quillan			In Prod.
Mikado (Mu)	90	Kenny Baker (Tech.)	(F)		b5/20/39
Mutiny On the Blackhawk (D)		Arlen-Moore-Devine			a5/20/39
(Former title, "In Old California")					
Old Grad (D)		Charley Grapewin-Anita Louise			a5/6/39
Underpup (D)		Rob't Cummings-Nan Grey			a6/10/39
Unexpected Father		Sandy-M. Auer-Shirley Ross		7/7/39	In Prod.

WARNER BROS. 1937-38

Boy Meets Girl (C)	82	Cagney-O'Brien	(A)	9/3/38	b7/23/38
Mr. Chump (C-D)	60	Davis-Lane	(F)	8/6/38	b8/6/38
Racket Busters (D)	75	Brent-Dickson	(A)	8/13/38	b8/13/38

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels With Dirty Faces (D)	97	Cagney-O'Brien	(F)	11/19/38	b10/29/38
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Broadway Musketeers (D)	63	Sheridan-Lindsay-Hunter	(F)	10/8/38	b9/3/38
Brother Rat (C)	90	W. Morris-P. Lane-J. Davis	(F)	10/29/38	b10/22/38
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Comet Over Broadway (D)	69	K. Francis-I. Hunter	(A)	12/3/38	b12/24/38
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)		Bert Wheeler-Marie Wilson		7/29/39	a4/29/39
(Former title, "Lighthorse Harry")					
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dawn Patrol (D)	103	Flynn-Niven-Rathbone	(F)	12/24/38	b12/17/38
Devil's Island (D)	63	Boris Karloff	(A)	1/7/39	b1/7/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)		Cagney-Raft-Bryan			a3/4/39
Four Daughters (D)	90	J. Lynn-Lane Sisters	(F)	8/27/38	b8/13/38
Four's a Crowd (D)	90	Russell-Flynn-DeHavilland	(F)	8/20/38	b7/16/38
Garden of the Moon (Mu-C)	90	Payne-Lindsay-O'Brien	(F)	10/1/38	b7/30/38
Girls On Probation (D)	64	Reagan-Bryan	(A)	10/22/38	b10/15/38
Going Places (C)	83	D. Powell-A. Louise	(F)	12/31/38	b12/24/38
Hard to Get (C)	79	D. Powell-O. deHavilland	(F)	11/5/38	b11/12/38
Heart of the North (D)	67	D. Foran-G. Page (Tech.)	(F)	12/10/38	b12/17/38
Hell's Kitchen (D)	81	Lindsay-Dead End Kids		7/8/39	a2/18/39
Hobby Family (D)		Jane Bryan-Henry O'Neill			a5/6/39
Indianapolis Speedway (D)		Pat O'Brien-Ann Sheridan			a3/18/39
(Former title, "The Roaring Crowd")					
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
King of the Underworld (D)	69	K. Francis-J. Stephenson	(F)	1/28/39	b1/14/39
Man Who Dared D)	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
(Reviewed as "I Am Not Afraid")					
Nancy Drew—Detective (D)	65	Granville-Litel	(F)	11/19/38	b12/24/38
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (D)		Bonita Granville-F. Thomas		6/17/39	a3/4/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page		7/1/39	a12/10/38
(Former title, "Always Leave Them Laughing")					
Off the Record (D)	65	O'Brien-Blondell	(A)	1/21/39	b1/28/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service In the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Secrets of an Actress (D)	68	K. Francis-G. Brent	(A)	9/10/38	b10/15/38
Sisters (D)	100	B. Davis-E. Flynn	(F)	10/15/38	b10/8/38
Steeplechase (D)		Edith Fellows-Jimmy McCallion			a3/25/39
(Former title, "Gantry the Great")					
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis		5/20/39	a1/7/39
They Made Me a Criminal (D)	87	Garfield-Dickson	(A)	1/14/39	b1/7/39
Torchy Gets Her Man (D)	63	Glenda Farrell-B. MacLane	(F)	11/12/38	b11/19/38
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Valley of the Giants (D)	80	Morris-Trevor (Tech.)	(F)	9/17/38	b8/20/38
Waterfront (D)	59	Dennis Morgan-Gloria Dickson		7/15/39	a4/1/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

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Angels Wash Their Faces (D)	Dead End Kids-Reagan-Sheridan.			a4/1/39
(Former title, "Battle of City Hall")				
Career Man (D)	Joel McCrea-Jeffrey Lynn			a6/10/39
Child Is Born (D)	Geraldine Fitzgerald-J. Lynn			a4/1/39
(Former title, "Give Me a Child")				
Dead End Kids at Military School	Litel-Dead End Kids			In Prod.
Dust Be My Destiny (D)	John Garfield-Priscilla Lane			a5/27/39
Kid Nightingale	John Payne			In Prod.
Lady and the Knight (D)	Davis-Flynn-deHavilland			a6/3/39
Nancy Drew and Hidden Staircase (D)	Bonita Granville-Frankie Thomas			a5/27/39
No Place to Go (D)	Gloria Dickson-Dennis Morgan			a5/27/39
Old Maid (D)	Bette Davis-George Brent			a5/6/39
On Your Toes	Vera Zorina-Eddie Albert			In Prod.
Playing With Dynamite (D)	Jane Wyman-Tom Kennedy			a5/20/39
Queer Money	Ronald Reagan-Eddie Foy, Jr.			In Prod.
Return of Dr. X	Lys-Bogart-Morris-Lane			In Prod.
Secret Enemy (D)	Boris Karloff-Margaret Lindsay			a4/1/39
(Former title, "Enemy Agent")				

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Code of the Cactus (W)		Tim McCoy		Victory	a1/14/39
Code of the Fearless (W)	56	Fred Scott	(F)	Spectrum	b1/21/39
Delinquent Parents (D)	61	Weston-Murphy-Walker	(F)	Prog.	b9/17/38
Edge of the World (D)	74	J. Laurie-B. Chrystall	(F)	Pax Films	b9/10/38
Forbidden Music (Mu-C)	65	Durante-Tauber	(A)	World	b12/31/38
Forbidden Territory (D)	80	Gregory Ratoff	(A)	Hoffberg	b11/26/38
Headleys at Home (D)	59	Evelyn Venable-Grant Mitchell	(F)	Standard	b11/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Juarez and Maximilian	95	Medea Novara-L. Atwill	(F)	Torres	b4/29/39
I Demand Payment (D)	55	Jack La Rue	(A)	Imperial	b12/3/38
Lightning Carson Rides Again (W)	59	Tim McCoy	(F)	Victory	b10/15/38
Meet the Mayor (C-D)	63	F. Fay-R. Hall	(F)	Sterling	b10/15/38
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
Paroled From the Big House (D)	57	Stone-Lee	(A)	Jay-Dee Kay	b8/6/38
Peg of Old Drury (D)	80	Neagle-Hardwicke	(F)	Tri-Nat.	b10/22/38
Prison Train (D)	66	Fred Keating-Linda Winters	(F)	Malcom-Brown	b10/19/38
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	5/13/39
Rebellious Daughters (D)	60	Hillie-Moore-Reynolds	(A)	Prog.	b10/8/38
School For Husbands (C)	72	Diana Churchill	(A)	Hoffberg	b1/28/39
Six-Gun Trail		Tim McCoy		Victory	a12/3/38
Slander House (D)	65	A. Ames-P. Kelton	(A)	Prog.	b10/8/38
Songs and Saddles (Mu-W)		Gene Austin		Roadshow	a8/13/38
Texas Wildcats (W)		Tim McCoy-Joan Barclay		Victory	a3/25/39
This'll Make You Whistle (C)		Jack Buchanan	(A)	C&M	b10/15/38
Trigger Fingers (W)		Tim McCoy-Jill Martin		Victory	a5/6/39
Unashamed (D)	70	Nudist Cast	(A)	Cine Grand	b8/13/38

FOREIGN LANGUAGE

Abused Confidence (D)	85	Danielle Darrieux	(A)	Columbia	b12/3/38
Ballerina (D)	83	Janine Charrat-Mia Slavensky	(F)	Mayer-Burstyn	b12/17/38
Carnival in Flanders		Francoise Rosay		Tri-Nat.	Reissued
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Crossroads (D)	80	Chas. Vanel-Suzy Prim	(A)	Tri-Nat.	b12/31/38
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
40 Little Mothers (C)	92	Lucien Baroux	(F)	National	b12/31/38
Grand Illusion (D)	90	Gabin-von Stroheim	(A)	World	b10/15/38
Orage (D)	73	Boyer-Michele Morgan	(A)	Tri-Nat.	b12/17/38
Sacrifice D'Honneur (D)	76	Annabella	(A)	Tri-Nat.	12/24/38

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

(FOR ACCURACY ALWAYS CHECK RUNNING TIME WITH YOUR LOCAL EXCHANGE)

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	Not Rev.
Midnight Frolics		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Good Old American Home		10½	Not Rev.
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
No. 1		10	Not Rev.
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39

COLUMBIA 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
STOOGE COMEDIES (8)			
A Ducking They Did Ge	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/38
Mutts to You	Okay Slapstick	18	12/17/38
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Washington	Very Good	10	12/17/38

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ALL STAR COMEDIES (18)
CINESCOPES (6)
COLOR RHAPSODIES (16) Tech.
COMMUNITY SINGS (10)
FABLES CARTOONS (6)
FOOLS WHO MADE HISTORY (6)
MOMENTS OF COMEDY (6)
PALS AND PETS (6)
PHANTASIES CARTOONS (10)
SCREEN SNAPSHOTS (12)
STOOGE COMEDIES (8)
WASHINGTON PARADE (6)
WORLD OF SPORTS (12)

EDUCATIONAL 1938-39

CAVALCADE OF STUFF (2)				
No. 1	Swell Stuff	10	9/10/38	
No. 2	Excellent	10	9/10/38	

MGM 1938-39

CARTOONS (15)				
Art Gallery	Excellent	8	5/27/39	
Jitterbug Follies	Fair	9	3/25/39	
Little Goldfish (Tech.)	Amusing	8	4/22/39	
Mama's New Hat	Poor	7	3/18/39	
Seal Skinners	Poor	7	4/15/39	
Wanted No Master		8	Not Rev.	
CRIME DOESN'T PAY (6)				
Money to Loan	Excellent	20	4/ 1/39	
While America Sleeps	Timely	21	4/22/39	
Wrong Way Out	Excellent	17	1/ 7/39	
MINIATURES (10)				
City of Little Men	Splendid	11	9/ 3/38	
Great Heart	Impressive	11	1/28/39	
Hollywood Hobbies	Good	10	Coming	
Ice Antics	Entertaining	10	2/25/39	
Love On Tap		11	Not Rev.	
Miracle of Salt Lake	Satisfactory	10	12/10/38	
Prophet Without Honor	Excellent	11	6/17/39	
Streamlined Swing	Entertaining	9	10/15/38	
They Live Again	Excellent	10	11/12/38	
MUSICALS (6)				
Dream of Love	Impressive	17	2/25/39	
Happily Buried	Fair	21	5/27/39	
Men of Steel	Okay	21	1/ 7/39	
Once Over Lightly	Darn Clever	20	1/28/39	
Somewhat Secret	Entertaining	21	4/22/39	
OUR GANG (12)				
Aladdin's Lantern	Funny	11	10/15/38	
Alfalfa's Aunt	Humorous	11	1/28/39	
Clown Princes	Funny	10	5/ 6/39	
Cousin Wilbur	Fairly Amusing	10	6/17/39	
Duel Personalities	Amusing	10	3/25/39	
Football Romeo	Good Gang	10	12/17/38	
Men In Fright	Enjoyable	11	11/12/38	
Practical Jokers	Satisfactory	9	1/ 7/39	
Tiny Troubles	Fair	10	3/25/39	
PASSING PARADE (10)				
Angel of Mercy	Impressive	10	6/24/39	
New Roadways	Very Good	10	2/25/39	
No. 1	Very Good	10	11/12/38	
Story of Alfred Nobel	Excellent	11	2/25/39	
Story of Dr. Jenner	Excellent	10	4/22/39	
Yankee Doodle Goes to Town	Outstanding	10	6/24/39	

MGM 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
PETE SMITH SPECIALTIES (13)			
Double Diving	Excellent	8	1/28/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Radio Hams	Very Good	10	6/24/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

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CARTOONS (18) (Tech.)
CRIME DOESN'T PAY (6)
METROSCOPIX (1)
CAREY WILSON MINIATURES (9)
OUR GANG (8)
JOHN NESBITT PASSING PARADE (8)
PETE SMITH SPECIALTIES (13)
ROBERT BENCHLEY (4)
FITZPATRICK TRAVELTALKS (12) (Tech.)

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)				
Buzzy Boop at the Concert	Poor	7	9/24/38	
Musical Mountaineers	Amusing	7	6/ 3/39	
My Friend the Monkey	Poor	7	2/11/39	
On With the New	Okay	7	12/17/38	
Pudgy In Thrills and Chills	Fair	7	1/21/39	
Pudgy the Watchman	Fair	7	8/13/38	
Sally Swing	Poor	7	10/15/38	
Scared Crows		7	Not Rev.	
So Does An Automobile	Good	7	4/ 1/39	
COLOR CLASSICS (6) Tech.				
All's Fair at the Fair	Good	7	8/27/38	
Always Kickin'	Fair	7	2/11/39	
Playful Polar Bears	Cute	7	11/12/38	
Small Fry	Okay	7	4/29/39	
COLOR CRUISES (7)				
Costa Rica	Fair	10	11/26/38	
Guatemala	Excellent	10	8/27/38	
Land of Inca Memories	Fair	10	1/21/39	
Mexico	Poor	10	9/24/38	
Republic of Panama	Interesting	9	4/ 8/39	
HEADLINERS (15)				
Busse Rhythm	Standard	10½	10/15/38	
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39	
Hal Kemp & Orch.	Okay	9	11/26/38	
Lights! Action! Lucas!	Excellent	10	8/27/38	
Moments of Charm	Splendid	10	7/16/38	
Music Through the Years	Lacks Movement	11	2/11/39	
Orrin Tucker & Orch.	Snappy	10	11/12/38	
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39	
Song Is Born	Unusual	10	12/17/38	
Three Kings and a Queen	Good Music	10	4/ 1/39	
PARAGRAPHICS (13)				
Circus Co-Ed	Very Good	10	3/ 4/39	
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39	
Mildewed Melodramas	Very Funny	11	9/24/38	
Oh Say, Can You Ski?	Commercial	10	12/17/38	
Raising Canines	Interesting	10	10/15/38	
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38	
Tannhauser	Classic	12	8/13/38	
That's Africa	Unusual	10	3/ 4/39	
Unfinished Symphony	Classic	10	11/26/38	

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PARAMOUNT 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Goonland	Funny	7	11/19/38
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare		10	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39

COLOR CLASSICS (6) Tech.
COLOR CRUISES (7)
HEADLINERS (10)
PARAGRAPHICS 10)
POPEYE (12)
POPULAR SCIENCE (6)
SPORTLIGHTS (13)
STONE AGE CARTOONS (12)
SYMPHONIC (3)
UNUSUAL OCCUPATIONS (6)

RKO-RADIO 1938-39

DISNEY CARTOONS (18) (Tech.)			
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Morbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
State of the Nation	Lacks Usual Punch	18	1/21/39
Young America—Mexico's New Crisis	Excellent	19	2/11/39

RKO-RADIO 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
Mediterranean—Background for War	Stirring	18	3/18/39
Japan—Master of the Orient	Very Good	19	4/15/38
Dixie—U.S.A.	Fine	19	5/13/39
War, Peace and Propaganda	Timely	19	6/10/39
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five		20	Not Rev.
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet		9	Not Rev.
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
SHEILA BARRETT (4)			
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers		9	Not Rev.
Fisherman's Paradise	Fascinating	10	9/ 3/38
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest		9	Not Rev.
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Slam	Fair	10	4/29/39
Viking Trails	Very Good	11	12/24/38
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals		10	Not Rev.
Timber Toppers	Excellent	10	11/26/38
TERRYTOONS (26) SIX IN TECH.			
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39

20th CENTURY-FOX 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G. Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot		7	Not Rev.
Nutty Network		6½	Not Rev.
One Gun Gary In the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)

Sand Hogs — 10 — Not Rev.

DRIBBLE PUSS PARADE—LEW LEHR (6)

FASHION FORECASTS (4) (Tech.)

MAGIC CARPET OF MOVIETONE (6)

Good Neighbors — 10 — Not Rev.

Tempest Over Tunis — 10 — Not Rev.

SPORTS REVIEWS—THORGERSEN (6)

TERRYTOONS (26) (10 In Tech.)

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jingle, The		10	Not Rev.
Maharajah		10	Not Rev.
Petra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
WALTER LANTZ CARTUNES (26)			
Baby Kittens	Cute	8	11/26/38
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Soup to Nuts		7	Not Rev.

(Continued on Next Page)

UNIVERSAL 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
1939-40			
CARTUNES (13) WALTER LANTZ			
GOING PLACES (15)			
MENTONE MUSICALS (13)			
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			

VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (24)

Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Spots		20	Not Rev.
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38

COLOR PARADE (13)

China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	Coming
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Miracles of Sport	Very Good	10	8/27/38
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameraman No. 1	Interesting	11	3/25/39

FEATURETS (Tech.) (8)

Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38

LOONEY TUNE CARTOONS (16)

Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.

MELODY MASTERS (18)

Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Saturday Night Swing Club on the Air	For Jitterbugs	10	6/24/39
Artie Shaw	Okay	10	4/ 1/39

MERRIE MELODIES (26) (Tech.)

Bars and Stripes Forever		7	Not Rev.
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Day at the Zoo	Excellent	7	3/18/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Hobo Gadget Band	Good	7	Not Rev.
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Pancho Vanilla	Clever	7	10/15/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
Mice Will Play		7	Not Rev.
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	Coming
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38

TECHNICOLOR SPECIALS (6)

Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38

TRUE ADVENTURES (13)

Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Minute From Death		12	Not Rev.
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Voodoo Fire	Satisfactory	12	5/20/39

VITAPHONE VARIETIES (12)

Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
Right Way	Good Propaganda	10	Coming
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)

COLOR PARADE (10)

LOONEY TUNES (16)

MELODY MASTERS (10)

MERRIE MELODIES (26) (Tech.)

VITAPHONE VARIETIES (6)

STATES RIGHTS

Dalcarlia—The Heart of Sweden (Sanders)	Excellent	10	11/ 5/38
Datelines (Lenauer)	Novel Idea	8	6/18/38
Fishing in the Fjords (Sanders)	Interesting	10	11/ 5/38
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Man's Paradise (Modern)	Good	35	7/16/38
Master of the Camera (Pictorial Films)	Interesting	10	3/12/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Midsummer In Sweden (Sanders)	Beautiful	10	11/ 5/38
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
Trailing the Jaguar (Hoffberg)	Very Interesting	28	6/25/38
Trees and Men (Modern Talking Pict.)	Good	10	5/14/38

SCREEN TRAVELER (13)

Ancient Cities of Southern France	Interesting	10	8/ 6/38
Beautiful and Gay Budapest	Very Good	10	4/16/38
Cebu	Interesting	9	6/11/38
Fabulous Marseilles	Excellent	10	6/11/38
Hong Kong, Gateway to China	Excellent	10	2/12/38
Makassar	Good	10	8/ 6/38
Manila, Queen City of the Pacific	Superb	10	2/12/38
Norman Coast	Good	10	6/11/38
Old Towns of Normandy	Fascinating	10	4/16/38
Resort and Quaint Towns of the Blue Coast	Excellent	10	4/16/38
Rio de Janeiro	Excellent	10	8/ 6/38
Singapore, Cross Roads of the East	Fascinating	10	2/12/38
Venice	Fascinating	10	8/ 6/38

SERIALS

COLUMBIA

Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38

REPUBLIC

Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39

UNIVERSAL

Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

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